

KIRK SMITH
Editor-Publisher
4829 Saratoga Avenue
Ocean Beach, Calif.
Phone, Bayview 0017

THE BEACH NEWS

Promoting the Prosperity of the Beach and Bay Districts of San Diego, California

EIGHT PAGES
SUBSCRIPTION
\$1.00 per Year in
San Diego County
\$1.50 a Year anywhere
outside San Diego

FOURTH YEAR, No. 42

Saturday, September 4, 1926

FIVE CENTS THE COPY

Ornamental Lighting

BETTER ILLUMINATION

FOR VOLTAIRE STREET FROM
ABBOTT TO FROUDE

A movement is being forwarded to make Voltaire street a "great white way" from Abbott to Froude streets. Petitions are being circulated for the installation of ornamental lights, with concrete standards to be erected about 120 feet apart and having a "midnight and an all night circuit." This thoroughfare constitutes part of the coast highway from the north into the city and its brilliant illumination will be beneficial to the entire district.

EVANGELISTIC MEETINGS

AT CONGREGATIONAL CHURCH

Beginning Wednesday, September 8th, a series of special meetings will be held in the Congregational Church. Mr. Herbert Mace, of Redlands, will conduct the meetings. Services will begin at 7.30 every evening except Saturday. Everyone is welcome to these meetings.

Mr. Mace has spent many years in church and evangelistic work. He was recently pastor of the Community Church at Mentone, Calif.

NEW CITY PLANNING OFFICIAL

The City Council this week confirmed the appointment of Charles M. Woodworth to the City Planning Commission. Mr. Woodworth is a real estate man. He succeeded L. P. Delano, who was killed recently in an automobile accident on Point Loma.

SAFETY FIRST

Henry Eulberg, of the Ocean Beach Garage, quite truly says, "Motor accident prevention is a job for all of us. Constant vigilance at the wheel or on foot, is the only way to do the job successfully."

School Days 'Round Again

WILLIAM J. COOPER

NEW SCHOOL SUPERINTENDENT
TAKES CHARGE TODAY

This Saturday, September 4, Supt. William John Cooper, San Diego's new city school head, will assume charge of the municipal school system September 4, and will meet the teachers and principals at a meeting in the Russ high school auditorium next Tuesday afternoon. Will Angier, who acted as superintendent of schools during the time elapsing between the expiration of former Supt. Johnson's contract and the appointment of Mr. Cooper will preside at the meeting.

PARAMOUNT WEEK AT

GRANADA THEATRE, LA JOLLA,
LISTS LATEST RELEASES

Its Paramount Week! The week of September 15th to 11th, inclusive, is observed the country over as Paramount week. During the week, the leading theatres throughout the land show the latest releases from the Paramount Studio—pictures that are the ultimate in screen entertainment—pictures that feature the biggest stars of the day in stories by the greatest writers of fiction. The Granada Theatre, at La Jolla, in keeping with the spirit of the week, have booked in for the entertainment of its patrons, four pictures which are to have their first San Diego showing, when they flash upon the Granada's silverscreen.

On Sunday and Monday The Grandad is showing Florence Vidor in her very first starring opus, "You Never Know Women." This picture was given the asterisk by the National Board of Review, as the best picture released during the week that that august body previewed it, not only for the acting of Miss Vidor and Clive Brook and Lowell Sherman who appear in her support, but because of its photographic beauty, its story quality and its excellent direction. "You Never Know Women" is a story of show life—but a different story. It is a happy choice for the inauguration of

Kodak Films—Froide—Bacon St.

FLEET RETURNS

AFTER LONG ABSENCE IN
NORTHERN WATERS

San Diego's destroyer and submarine squadrons arrived back in their home port this week after an absence of nearly four months in Puget Sound and northern California waters. With the exception of Navy Day, October 27, when several destroyers will be assigned to north coast ports, the fleet will remain based at San Diego until next February. The 1927 cruise calls for the ships to be absent from San Diego and San Pedro from February 5 until early June.

PAVILION BARBER SHOP—Under personal direction of A. H. Maier. Skillful service, always.

FIRE ZONE APPROVED

Upon recommendation by City Manager Rhodes, the council this week approved the petition for the establishment of a fire zone in Ocean Beach, directly affecting Newport avenue.

FIRST BIRTHDAY PARTY
OF UNION LEAGUE CLUB

The first birthday party of the Union League Club of San Diego County, was held August 30, on the roof of the Balboa Theatre Building. The program included snappy talks by the candidates endorsed by the Union League Club; dancing on the roof; music furnished by Welch's KFBC Dance Orchestra; card tables on the big roof for those who did not care to dance; musical numbers rendered by Sid Drew, noted navy tenor; Mrs. Mitchell, Orpheum favorite; Al. Lynn, KFI artist; Duke Kimball, banjo and ukulele player; Duke Sandy and County Diego, and many other artists.

At the meeting of the Board of Education this week Mr. Angier was given a new title, but will carry on practically the same duties as he has heretofore. He resigned as assistant superintendent to accept the post as secretary and business manager of the schools.

E. B. Tilton, who also has been serving as an assistant superintendent, will take up educational details formerly handled by Mr. Angier.

Assignment of the teaching force for the fall term has been completed and practically everything is in readiness for the re-opening of the schools next Tuesday.

Stationery—FROIDE'S, Bacon st.

TYPICAL PIONEER COSTUME BALL

EARLY CALIFORNIA

COLORFUL STYLES SET FOR
MISSION BEACH BALLROOM

Days of early California will be revived at the Mission Beach ballroom, the night of Admission Day, which will be celebrated with a gorgeous costume ball to be given by the Mission Beach management, in co-operation with the Native Sons and Daughters of the Golden West. Costumes of any of the three periods will be proper and the public is invited to come in costume. Those who do not wear costumes will be permitted on the dance floor following the pageant and the grand march.

Committees of both the Native Sons and Native Daughters of the Golden West are active in making this Admission Day ball, one of the big social events of the summer season. It is planned to make it an annual celebration, which will grow from year to year in magnitude and be the big event of the summer for all of Southern California.

Subscribe for "The Beach News."

Gateway To The Beaches And Point Loma Peninsula

SEEN, HEARD AND SAID

IN AND ABOUT FIVE POINTS

Mrs. G. M. Selby, Secretary Civic League, Special Representative for "The Beach News"

Five Points Civic League

J. J. Carey, president of the Five Points Civic League, left Tuesday for New York, where he expects to remain a month on business.

J. F. Noakes, sales manager for the Palomar Laundry at Five Points, has moved with his family into the house at 3531 Columbia, and his wife's father, Mr. Glover, will occupy the house across the street at 3520 Columbia.

Clifford Williams, of Florence, Ariz., is a new arrival at the Travelers' Auto Camp.

Mr. and Mrs. S. P. Green are planning to motor to Hemet after their store closes Saturday evening, and to Los Angeles on Sunday, where Mr. Green will visit with her mother.

Another bit of street paving has been completed at Five Points, viz., Winder street between India and California.

Mr. and Mrs. Harry C. Vaughan have taken an apartment at 1818 McKee street for the winter. They spent last winter in Florida, but found it unsatisfactory as a winter home and are this year planning to try the climatic capital of the world. Mr. Vaughan was for 24 years in the employ of the Edison interests as general storekeeper and is now in the retired and pensioned list.

Mr. and Mrs. Marh Lord have moved from the furnished apartment at 1818 McKee street to a home at 3224 13th street, their furniture having arrived from their former home at Los Angeles. Mr. and Mrs. Lord are the proprietors of the Mission box lunches place at the red windmill on Moore street.

C. J. Brockman, proprietor of the Travelers' Auto Camp, entertained his guests and neighbors at a dance last Wednesday, the newly laid floor for about half a dozen new cottages serving admirably for a dance floor.

Miss Harriet Taylor, of California, Missouri, has been the guests the past week of Miss Gertrude Hunter, 1818 McKee street.

Mrs. C. H. Webber, 3819 California street, is visiting her mother, Mrs. Mary Harsha, at her Palomar Mountain summer home.

O. S. McPherson, 3692 Indian street, is building a home for his daughter, Mrs. Peck, adjoining his own residence.

A new land owner at Five Points is Charles Aldrich of the Marmon agency, who has just purchased a strip of land, 50 feet wide on La Jolla boulevard, and extending back to Jefferson street. Just what he is planning to do with the property Mr. Aldrich has not made public.

Mrs. W. F. Belcourt, of Belcourt's Pharmacy, 3667 India street, with her little son, was visiting her parents at Encanto this week.

Leland Stanford, who has completed his law course at Stanford University, and may engage in the practice of his profession in San Diego, has returned with his parents from Palo Alto to their fine home at the head of Chalmers street.

FROLIC AND FUN FOR LABOR DAY

THREE-DAY PROGRAM

AT M. B. AMUSEMENT CENTER
FOR FALL HOLIDAY

As a feature of the triple-day celebration which will entertain the visitors over the Labor Day triple holiday, clowns, big clowns and little clowns, burlesque bathing costumes, goofy stunts and crazy events, will be a part of the beach burlesque, to be staged on the sands at Mission Beach, this Sunday afternoon, September 5. Cash prizes will be given for the best stunt arranged by any person who is not an employee of the Mission Beach Company, and prizes will be awarded for the most comical costume and make-up.

Other features for Sunday will be the world famous high-diver, Otto Tagleiber, who will give exhibitions of his thrilling dives from the 50-foot tower in Bonita Bay and in the evening will do his death defying flaming dive.

Dancing at the Mission Beach Ballroom will commence at 3 p. m. and be continuous throughout the day and until midnight.

CIVIC LEAGUE ACTIVITIES

At the meeting of the Five Points Civic League, Friday evening Edward H. Dowell, candidate for the Assembly from the 79th district was an interesting speaker. He spoke forcefully and convincingly on the Boulder Dam, the Swing-Johnson bill and the Metropolitan Water district bill if San Diego's growth is not to be stunted by lack of an adequate water supply.

The members of the league are going after a speed limit through Five Points, preferably a 15 mile limit. Traffic has increased since the paving of Kettner and California was completed and boulevard stops asked for and obtained are insufficient. The league wants a speed limit, and a traffic cop to enforce it as soon as funds are available.

Mrs. Selby distributed complimentary copies of THE BEACH NEWS at the meeting, with the result that several subscriptions were obtained.

Now that cluster lights are practically assured, and Five Points a transfer place for the street cars the league will concentrate on extension of city mail delivery throughout Five Points.

Among recent newcomers to Five Points are Miss O'Brien, who has taken a flat at 1701 Winder street, and Mr. and Mrs. Hill, who have taken the house at 3535 Columbia street.

One of the latest improvements which is delighting Five Pointers is the making of Chalmers street a transfer point for the street cars to and from Ocean Beach, Mission Beach and La Jolla. The Civic League some time ago took the matter of a transfer point either at Harashey or Chalmers to the street car company and were informed that the Chalmers street stop had been decided on. This improvement makes access to the beaches much easier, and the residents feel it is a great innovation.

AT THE X CROSSING

Walter Robertson, of the Five Points Service Station, says: "Slow down at the corner and you will not be so likely to meet the corner."

JACK LUMLEY ARRESTED

ON EMBEZZLEMENT CHARGE

Last Sunday, Jack Lumley, formerly manager of the Mission Beach ball room, was arrested in Seattle, Wash., on an embezzlement charge and extradition is being sought by the authorities. He is stated to be charged with issuing fraudulent checks and unlawfully obtaining a costly automobile from a San Diego dealer. It is also said that Lumley was believed by the police to have been headed for Canada when apprehended in the northern city.

TOOT! TOOT!

Turner B. Kline, of the Sunset Garage, says he once heard of a flivver that hit an express train. The engineer climbed out and started to complain of the damage done to his locomotive.

"Aw, shut up!" said the flivver driver, "I blew my horn."

Pt. Loma Monument

RARE THINGS SHOWN

FROM SAN DIEGO COUNTY
AT THE STATE FAIR

They're going to give San Diego County a "hand" at the State Fair in Sacramento this year. After an absence of several decades, San Diego is back at the fair doing her share to make the exposition "bigger and better." The San Diego exhibit will have a conspicuous place in the horticultural pavilion, and will feature citrus fruits, grapes and sub-tropical fruits. And, take it from R. R. McLean, county horticultural commissioner, San Diego County has some rare things to show, new varieties of grapes, avocados, papayas, sapotes, passion fruits, pepinos, cherimoyas, and others just as hard to pronounce. Needless to say, such a display of the rare and unusual will be a revelation to the visitors who will throng the horticultural pavilion during the fair.

MILLION AND A HALF

NEW AUTO LICENSE PLATES
FOR CALIFORNIA

Automobile license plates for 1927 will cost the taxpayers of California approximately \$50,000 less than those being used this year and \$95,000 less than those used in 1925. The new plates will have a dark maroon background with buff-colored letters and numerals. To give them greater advertising value the word California will be spelled out and plates above one million will display the seven figures instead of letter prefixes. The contract calls for 1,500,000, and more will be ordered later.

IT'S UP TO DADDY

Fred Hertel, of the Sunset Cliffs Service Station, says "When better automobiles are built, father will have to buy them."

"Hands Across The Inlet"

MISSION BEACH NOTES

By Beth Van Dorston Paynter
3792 Mission Boulevard
Phone Pacific Beach 771
Press Representative, Mission Beach Chamber of Commerce.
Special Representative for "The Beach News"

SEAWALL AND TELEPHONE

The regular monthly meeting of the Mission Beach Chamber of Commerce was held at the Schoolhouse, last Monday evening, Chairman Ova Eckles presiding. The seawall, which is promised by the City Council through City Manager Rhodes, will be commenced just as soon as necessary preliminaries can be arranged, was discussed from all angles, as well as the telephone question and other matters of local importance.

Rubbish and Garbage Notice

It was announced that residents are requested to take note that it is neither attractive nor harmful to have rubbish and garbage spread along the roadways all during the week. The collecting wagons for garbage come Mondays and Thursdays early in the morning. Garbage should be set out the night before in tight cans. Empty containers must be removed at once. Rubbish, consisting of papers, tin cans, etc., is collected on Wednesdays, and should also be set out in tight cans on Wednesdays only and not on other days. City health authorities state if these suggestions are not complied with immediately, several arrests will be made in order that obedience be impressed upon residents.

Mr. J. J. Westover, who owns considerable property in the South end, signed as a new member.

Interesting information on important subjects was given by Messrs. Turner, Jennings and others.

ALL THE YEAR 'ROUND

We are regretfully saying farewell to the many splendid friends who have spent all or part of the summer in Mission Beach. Their parting salutation universally is "O, we hate to go; we have had such a splendid time," and many add, "We'll see you again next summer." The fall visitors are beginning to come, who will be succeeded by the winter guests, for in this wonderful country each season is the "best ever."

SCHOOL CHILDREN

THROUGHOUT CALIFORNIA

WILL HELP RAISE FUNDS

San Diego parlor, Native Sons of the Golden West, was the recipient this week from Congressman Phil D. Swing of an autographed, framed copy of President Coolidge's proclamation authorizing the Native Sons to erect a monument on Point Loma to commemorate Juan Rodriguez Cabrillo as the discoverer of California. The gifts was accepted by Edgar F. Hastings, chairman of the Order's landmarks committee. Congressman Swing was also accepted into membership by the San Diego Native Sons.

This lodge indorsed Swing's suggestion that an effort be made through the state and country school superintendents to interest all California children in a move to donate no more than 10 cents each toward the \$50,000 fund needed to build the monument. Names of all schools and pupils contributing would be placed in the cornerstone of the monument.

The site of the monument is situated within the loop of Point Loma boulevard where it encircles the old lighthouse. The latter relic of the early Spanish days will not be disturbed in building the Cabrillo monument.

Photographs—Froide—Bacon St.

POINT LOMA DRAIN

TO BE FIVE FEET UNDER

LOW TIDE MARK

It is stated that the differences between City Manager Rhodes and contractors over the outlet to the new Point Loma sewer in the ocean at the foot of Del Mar avenue, were patched up early this week. The city agrees to undertake the work of placing the outlet five feet below the water, as required by the specifications, the contractors agreeing to put up bond as a guarantee that they will stand the expense.

MISSION BEACH UNION
CHURCH

Sunday School at 9:30 a. m. in the west room of the school house. Classes for all ages. Church services at 11 a. m. Good music. Congregational singing. Preaching by Rev. D. T. Reed. Communion.

Meeting of Board of Trustees and Finance Committee at close of service at 12 o'clock. Some solicitations have been made by the members of this board and committee during the past two weeks looking to the purchase of a suitable lot on which to erect a Union church. The appeal is to all who had Christian training when they were children. Surely they would not want the children of this place and generation to have less. Come and help with your presence, prayers and money.

REELED IN BIG ONES

J. R. Makoske, our popular druggist, is gaining fame as a fisherman. A picture in one of the daily papers shows Mr. Makoske and ten yellow tail aggregating 211 pounds taken by him with regulation light tackle aboard one of the deep sea fishing barges anchored off Point Loma. He also caught three other yellow tail the same day, which do not show in the picture. Also he reeled in six barracuda and nine bonita.

RETURNS TO COLLEGE

Miss Orlene Shaw, who has been the house guests of Mr. and Mrs. Harold Totten for the past month, left Wednesday for her home in Sherman, Texas. Miss Shaw will matriculate in the University of Texas where she has been a student for two years, and is a member of the Zeta Tau Alpha sorority. Many delightful parties were given in her honor both in Mission Beach and San Diego, during her visit here.

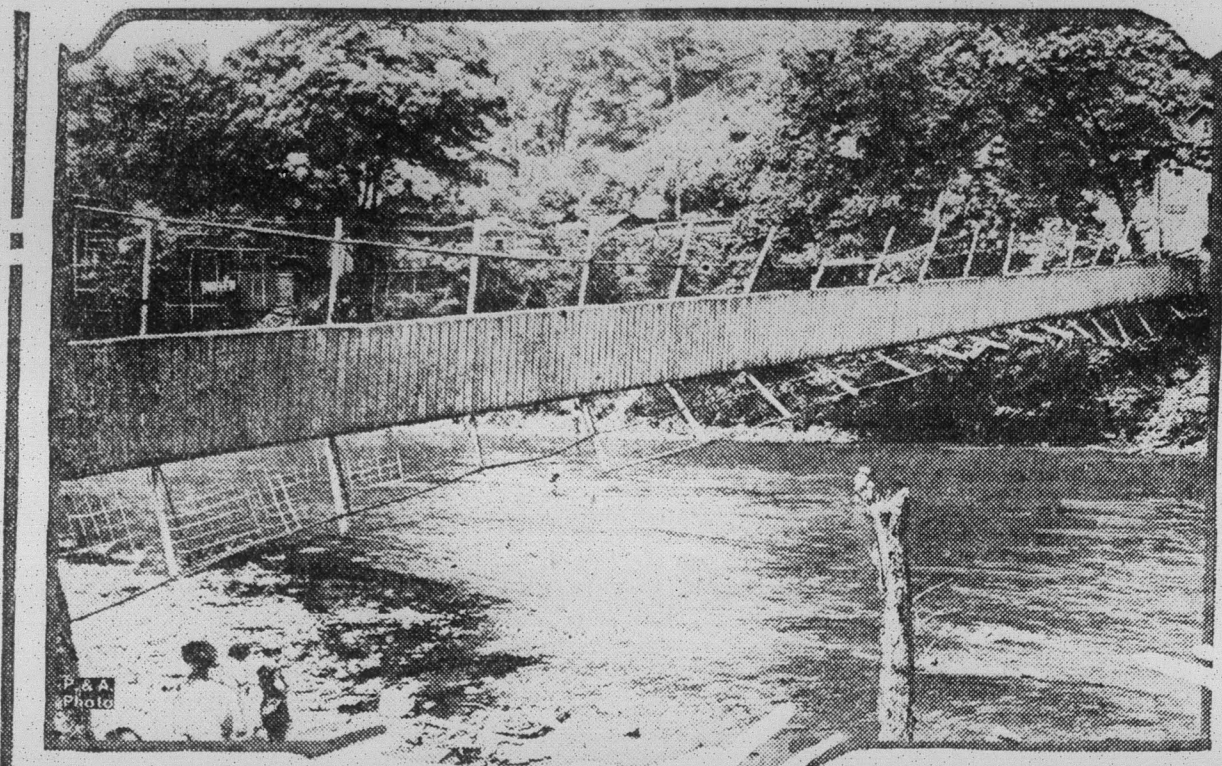
Mr. and Mrs. Thede of Bay Side Walk, are leaving Friday for Los Angeles and are bringing back Mrs. Bertha van den Berg, of Los Angeles as their guest over Labor Day.

Mr. and Mrs. Eugene Paynter have gone north for a short trip.

Mr. and Mrs. L. Brill and family, who have spent the past month at 3801 Ocean Front, left Sunday en route for their home in Spokane, Wash., where Mr. Brill is a violinist of note. They will be in Hollywood a week before continuing their trip home.

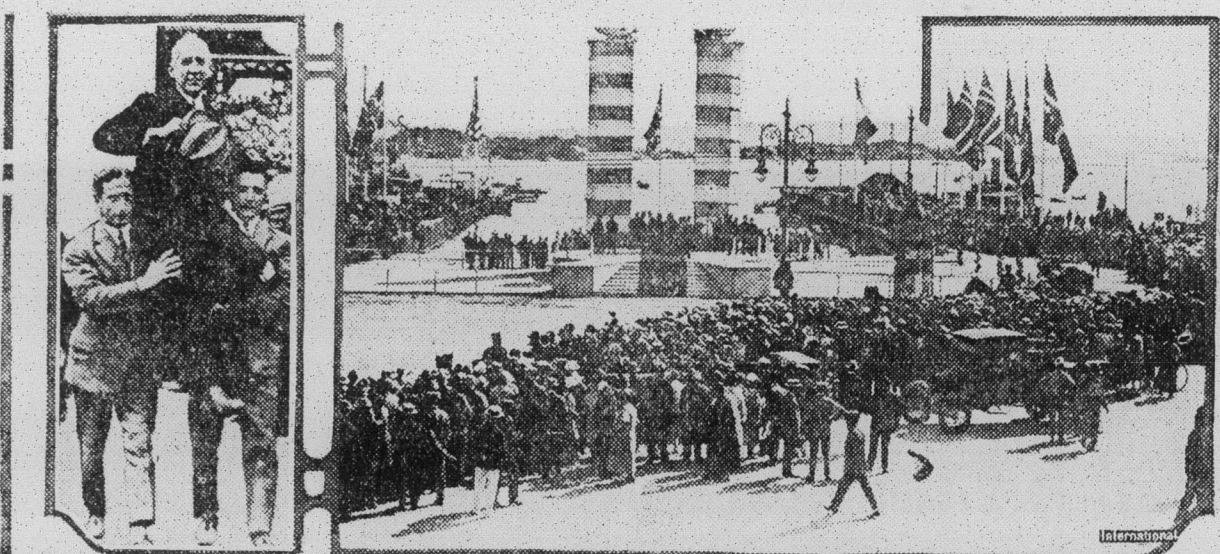
(Continued on Page 8)

Collapse of Bridge Is Fatal to Seven



The above photograph shows the overturned bridge at Coal river, Whitesville, W. Va., following its collapse, causing the death of seven people. Five were killed instantly, two died later, and over sixty were injured when the span gave way under the weight of about 125 spectators who had crowded upon it to view a tree carnival act.

Amundsen Is Welcomed by His Countrymen at Oslo



General view of the great reception given Captain Amundsen, polar explorer, on his arrival at Oslo, Norway. At left, Amundsen being carried on the shoulders of some of his countrymen.

"Kianager" Is Unique Hybrid



The "Kianager" or wild mule which was born at the Bronx zoo, New York, recently. Director Blair says it is unique. The father was a klang or wild horse of Tibet and the mother an onager, the wild ass of western India. This is the first time such a cross has been effected and the result is what looks like a baby mule on stilts.

Diplomatic Corps Has New Dean



Through the retirement of Don Juan Riano y Gayanagos, the Spanish ambassador to the United States since 1913, Baron de Cartier de Marchienne, the Belgian ambassador, becomes dean of the diplomatic corps. He has represented Belgium in Washington since 1920. He is here shown in the library of the embassy.

PRINCESS PIOMPIO



Princess Piompino Boncompagni, lady-in-waiting at the court of the queen of Italy, is said to be one of the most beautiful women in the world. She is a modern type of woman and is interested in the Fascist movement. She was married at the age of sixteen.

GOV. JOHN HAMMILL



Gov. John Hammill of Iowa is leading the "corn bloc" which is holding a series of conferences throughout the corn belt, leading to a fresh drive for agricultural relief in the coming session of congress.

CALIFORNIA NEWS BRIEFS

PEACHES, CREAM TO BE CANNED AT LINCOLN SOON

Marysville.—W. S. Carpenter, in charge of the evaporated milk department now being added to the Lincoln cannery, announces that the plant will be ready for operation between October 15th and November 1st. Milk from 400 cows has been contracted for delivery to the cannery, and the herds from which it will be taken center around Marysville, some of them being at Gridley. Trucks will deliver it to the cannery daily. The milk from 400 cows will make approximately 100 cases of condensed milk per day. This will be the output of the plant for a while, but it is to be increased later, when additional machinery and equipment will be installed.

Eventually it is the plan to establish another plant at a point further up the valley.

This Lincoln plant will probably be the only peaches and cream cannery in the world. It is now canning peaches and will soon be canning milk. Next year the two operations will be under way simultaneously.

Los Angeles is exporting goods made in Southern California to all parts of the world. It is now the sixth city in exports. It has become known internationally as a manufacturing center, the advertising value of which is difficult to estimate. Its metropolitan area ranks seventh among the nation's manufacturing districts. During the past six months its industrial payrolls have produced goods on an annual value basis of more than \$1,300,000,000, a gain of \$25,000,000 compared to the same period in 1925.

Progress in the paving of the highway from El Portal to Yosemite valley has necessitated changes in the one-way control at El Portal, seventy miles from Merced, on the new all-year Merced-Yosemite road. The schedule as announced by the Merced office of the California State Automobile Association follows: Enter: 5 to 5:30 A. M., 12:05 to 1:15 P. M., 5:30 to 7:30 P. M., and balance of night on odd hours. Leave 6 to 11:15 A. M., from 8 P. M., and for balance of night on even hours. No official change on Sundays.

The University of California, as recipient of a \$1,150,000 endowment from an heir of the late Mark Hopkins, may be drawn into the litigation likely to arise from the petition to probate the alleged will of the multi-millionaire railroad builder and California pioneer. Hopkins died intestate in 1878. His widow married the late Edward F. Searles, who inherited her fortune when she died. Searles in his will gave \$1,150,000 to the university, a portion of which has already been paid to the institution.

Cruises with the U. S. Fleet, boat drill on Lake Merritt, free midshipman's uniforms, and text books are among the privileges available for new men students of the University of California who elect the course in Naval R. O. T. C., which is being inaugurated at the university under the direction of Commander C. W. Nimitz of the U. S. Navy. The Navy department has selected only six universities in the United States for these Naval R. O. T. C. units, the University of California being one.

Following the lead of a San Francisco bay district farmer who recently charged that "petting parties" are frequently responsible for grass and grain fires, Jim Murphy, Butte county orchardist, is out with a new denunciation of "flaming youth." Several acres of valuable orange trees belonging to him were destroyed when moonlight "neckers," he charges, parked their automobiles along the highway and carelessly dropped lighted cigarettes in dry grass at the roadside.

Riding in balloons and airplanes is comparatively safe when compared to touring in automobiles, according to figures prepared by L. E. Ross, chief statistician of the State Board of Health. Far more Californians meet death in machines every six weeks than were killed in the whole country in airplane and balloon accidents during the six-year period from 1920 to 1925 inclusive, Ross declares. Air fatalities during that period numbered 126.

According to word received at Livingston, the Livingston High School has been placed on the accredited list at the University of California. The school has been placed in class B of the accredited rating and upon the scholarship records of graduates from the school will depend whether the Livingston school is placed in the regular class A division of accredited high schools, which can not be done under the regulations before two years.

Dr. Ruby Cunningham, head physician for women of the University of California Infirmary has just returned from Europe where she visited medical clinics in France, Italy, Austria, Switzerland, Germany, Holland, Belgium, and Czechoslovakia. Dr. Cunningham made the party with 98 other physicians, in a ship chartered specially for the trip.

According to the census taken as of April 1st, 1926, for the new city directory for Hanford, the population of Hanford is 7,120. This includes 6,368 within the corporate limits and 752 in outside additions.

A total of 1,033,508 free text books were distributed by the state to elementary school children during the fiscal year which ended June 30, 1926, state educational authorities announced.

Mrs. Mary Jane Foster, 36, one of the few Californians who could trace her ancestry back to George Washington, died at Roseville a short time ago. Mrs. Foster was an early California settler.

Yuba county has paid the \$1,000 pledged to Nevada county as its share in the fund given the state highway commission to improve the easterly end of the Tahoe-Ukiah highway, along Harmony Ridge in Nevada county.

Several thousand acres of the richest farm lands in the state were completely inundated recently when a Bethel Island levee burst above Antioch, eighteen miles west of Stockton. Crop losses exceeding \$150,000 were reported.

Building airplanes is the latest industry in Redlands. Rex Hicks, owner of a garage, is now completing his first flying machine. Mr. Hicks has just brought two standard planes and has established an airport for commercial work.

Steps to organize a water users' association, composed of irrigation districts and companies taking water from the Sacramento river between Red Bluff and Knights Landing, were taken at a meeting held recently at Colusa.

An increase in circulation of 25,000 books for Merced county and 8,209 for the Merced branch was reported by the county librarian, in the annual report of the county free library for 1925-26. The total circulation this year is 176,118 books.

The Great Western Power Company is taking steps to have the bodies removed from the old Indian cemetery at Prattville, Plumas county. The raising of the dam will flood the present site and the Indians have requested that a new burying ground be provided.

Poisoning of dogs in Sacramento has become almost epidemic, according to the statement of H. J. Winters, chief field officer of the Sacramento Humane Society. During the past month, Winters reports nearly three score canine pets in Sacramento have thus been put to death.

Dr. William A. Morris, professor of English history of the University of California has been named chairman of the committee for California to raise part of the million dollar endowment fund of the American Historical Association. The fund is to be used in a comprehensive program of research in United States history.

Dr. Herbert Ingrain Priestley, professor of Mexican history of the University of California, has just returned from a trip to Mexico where he made a study of present-day conditions, including the present religious controversies between the Catholic church and the government. In preparation for an international conference at Chicago University.

Some people seem to get all the joy out of life, and from the view point of the small boy, Miss Alice Bahrs is one of them. For Miss Bahrs has for her pets twenty-eight pups and six or seven larger dogs. Her pups are supplying material for a scientific paper she is preparing on "Reflexes" for the University of California Physiology department.

Plans for diverting water from the Kern river for the irrigation of lands in the Richgrove and Delano district and for a fertile territory probably as far north as Poplar in Tulare county, were discussed at a meeting of the chamber of commerce in Delano. Preliminary plans call for the formation of a district of 60,000 acres.

The question of whether or not nature is continuing the processes today by which the petroleum beds of the world were laid down in past eras may be answered in the near future as a result of experimental studies being conducted at the University of California Scripps Institution of Oceanography at La Jolla, under the direction of Dr. Trask and the Petroleum Institute of America.

Students entering the University of California with the intention of obtaining a teacher's certificate, should devote more thought to the subjects they specialize in, because at the present time there are more teachers than jobs for some subjects and not enough teachers to fill the demand in others, according to Mrs. M. L. Cheney, appointed secretary for teachers of the University of California.

County Assessor Threlfall of Stanislaus county, has made public the new assessments on Oakdale property, showing a big increase, although the bulk of it is on operative property, the taxes on which are paid to the state by the corporations. For Oakdale city, non-operative, the total is \$903,585, as against \$890,865 a year ago. The increase is on improvements, being \$420,135 this year as against \$406,190 a year ago.

American exporters and manufacturers are finding that the Czechoslovak market has become one of their important buyers, according to Dr. Boris Morkovin, of Charles University, Czechoslovakia, who is now lecturing the University of California summer session.

Spending \$20,000 on the installation of a dryer, and planning the expenditure of \$40,000 on a mill, the Consolidated Clay Company of San Francisco is taking a long stride toward the development on a large scale of vast clay deposits, twenty-five miles northeast of Mojave.

Community Building

Put in Water System

Without Much Outlay

People living outside of water zones will undoubtedly be interested to learn how one similarly situated secured a water and sewer system for less than \$100. The man tells about it in a letter published in Liberty, in connection with an article on home-building, after explaining that when he moved into the country from a city home the family missed running water.

"We had a fine driven well," the man writes, "and talked of a windmill and a big tank. One day an idea came to me. I had heard of septic tanks for sewage, and investigated and found they were easy to build. I built mine in a series of three tanks of concrete, and ran the outlet into the field far below the house. In town one day I picked up, for a dollar, a discarded hundred-gallon tank which had been a heater. I got this to the roof of our rear porch, and connected pipes down from it to the sink, the lavatory, and the bath. Then I connected it with the well and installed a hand force pump.

"It required more than 300 strokes of the pump's piston to fill the tank night and morning, and I got plenty of exercise. We pumped by hand for a year, then I bought a little electric pump as soon as the lighting company extended through our district and supplied us with light."

Community Grows With

Surrounding Country

A community is somewhat like a man. Sometimes a man waits and hopes for something to turn up that will give a boost. He lives to learn that such things happen very seldom. Our community has tried to land mechanical industries but such enterprises want the community to put them in business and let them make the profits. Our farmers have solved the problem. They have taken their first lesson in diversification and it is worth more to the community than all the cotton mills we could locate and every man finances himself, and is supposed to know how much to invest. The \$20,000 that came to our truckers this year was practically a surplus, as each farmer who grew berries made his usual crop besides. Now the onions will soon bring in more spot cash—how much we cannot say until they are sold. But this new means of getting ready money enables us to feel independent of foreign industries, for we only prosper as the farmers prosper.—Guntersville (Ala.) Democrat.

Placing Shrubbery

In massing shrubbery near the house, it should be set about two and one-half feet from the foundation in order to assure plenty of room for roots and foliage. Vines often can be used with good effect around porches and on trellises near the windows. It is not well to plant trees in rows on lawns. Often they, as well as shrubbery, are desirable for hiding defects, for framing vistas and for the shade they furnish. Too much shade, however, will kill the grass and will keep needed sunshine from the house. A dark, damp house makes a good breeding place for disease germs. Shrubbery and trees properly placed give a house a look of permanency. The idea is to make the home an integral part of the landscape, to give it the appearance of belonging to the place where it is located.

Regional Planning

In more than a dozen cities "definitely organized regional planning agencies" have been set to work. These are in addition to other bodies which have limited planning functions, including park commissions. That much more activity in this field may be expected soon is seen by the recent enactment of legislation in New York designed to facilitate regional planning by cities and towns of the state. The rapid growth of this movement seems to indicate that the lesson of costly delay, taught by belated steps toward planning within the cities, is being taken to heart. The daily convenience and general welfare of the increasing numbers will be promoted as regional planning gains headway.

Civic Responsibility

Every house along its residence streets, as well as every building in its business blocks, is responsible for that city's good name. One shabby, neglected house can spoil the appearance of an entire neighborhood.

When home owners everywhere co-operate with the city fathers in preserving and improving private as well as public property by frequent painting the beauty of American cities will keep pace with their growth.

Need for Board of Trade

A strong board of trade or similar civic organization which unites all the industrial, business, civic and social interests of the community for the purpose of concerted action in supporting those activities which are broader than any single business or industry, but which promote the interest and welfare of the community as a whole is an essential part of every growing town.

SCHOOL DAYS

SOMETHING TO
THINK ABOUT

By F. A. WALKER

MENTAL RUTS

IF A lower general condition prevails than usual in the person or in the community in which he lives, the probabilities are that this state of things is due to the loose mode of thinking rather than to the affected manner of expression.

By words we convey our thoughts to one another.

If our impressions and musings are made of flimsy stuff, words soon become commonplace, lose their charm and inspirational influence.

Yea and nay may suffice for answers until conversation lags or dies of its own inertia.

Men and women who are latent in work, taking but a passive part in the world's activities, doing what they are obliged to do by rote rather than by thought, will be found, if but indifferently examined, to be wedged in mental ruts from which they lack energy to wrench themselves.

But whether they concern themselves over their plight or not, the habit grows upon them with advancing years, and buries them in its rut.

Such persons become old before their time, fit subjects to be wrapped up in their own seamy material and stored away upon dusty shelves.

If you would be alert, have the sparkle and the spirit of youth at sixty or seventy, you must look arms with juvenility; become a part of it and turn merrily aside from the ruts that obstruct your passage.

The great things that are being done today in art, literature, science and in the inventive fields emanate from minds that are ever young and active. They refuse to stick in ruts or to become sluggish or supine.

Such minds are in perpetual flower—keen, intense, trenchant and brisk as quicksilver.

To these brilliant intellects, the world is indebted for the wonderful radio concerts.

At the swing of their wand mustle leaps through vast spaces of ether and gives unalloyed enjoyment to peoples in their homes hundreds of miles away from the voices of the singers and the stirring strains of the bands.

Keeping youthful by avoiding mental ruts is, after all, said and done, but holding to the faith that overturns mountains and topples them into the sea.

(© by McClure Newspaper Syndicate.)

THE YOUNG LADY
ACROSS THE WAY

The young lady across the way says it's a terrible thing to rob the bank but human life is more valuable than property and there are worse things than capital crimes.

(© by McClure Newspaper Syndicate.)

THE SINGING
LINE

By DOUGLAS MALLOCH

A LINE that will not let you sleep
Goes singing through your brain

And, if that line you'd like to keep,
Before you sleep again,
Arise and find your pen and write,
Or when you waken at the dawn
You'll find your singing line is gone.

And life is full of singing lines,
Some impulse fine and true,
Some kindness that the heart designs
For human hands to do.
Oh, let them never slink in vain!
Before we turn aside again.
Oh, let us write that impulse on
Some life, before the line is gone.

For many a man has nobly thought,
For one who did a deed,
'T is not to know the thing we ought
To do, that now we need.
The world is full of singing lines,
Some kindness that the heart designs—

The need of me, the need of you,
Not hearts to feel, but hands to do!
(© by McClure Newspaper Syndicate.)

The Hotel Stenographer

By Roe Fulkerson



"HE'S A repaint job," said the Hotel Stenographer, looking after a man as he left her desk.

"Huh?" The House Detective didn't understand.

"She didn't get a new car when she married him," explained the girl, "because he's been married before. He's a repaint job and likely to peel in the hot sun of life."

"She has taught him how to wear a dress suit, but she can't keep him from carrying pipe cleaners in the pocket of his swallowtail. He just will wear his napkin and she can't induce him to throw away the gold toothpick he won in a Kelly pool tournament."

"He has a lot of money, and all that, but she was foolish enough to think she could mold him to fit a two-dollar book on etiquette she learned from cover to cover when she was a ticket seller in the Odeon Moving Picture Palace."

"One woman had already molded him and he had hardened in her mold. He is too old for her to knead him even if she did need his dough."

"The trouble with marrying a widower is, they have a certain place to put their shoes and a certain way of cutting up their food, and it's almost impossible for a new wife to change them. No woman is very happy unless she thinks she is remaking her man. It can't always be done with new material—never with old. No made-over dress or husband is ever quite satisfactory to the woman in possession."

"You can saw branches off an old tree, but unless you start with it as a sapling, you can't train it. Believe thou me, I am not going to marry a widower unless all the stock of young men has been used up."

"Widowers and older men are always kinder to dumb brutes," reminded the House Detective.

(Copyright by the McNaught Syndicate, Inc.)

SAWS

By Viola Brothers Shore

FOR THE GOOSE—

IF AN unmarried woman is restless, everybody says it's because she ain't got a husband. And generally it is.

By delay in usin' it, a perfectly delicious can of crab meat gets to be the worst kind of poison.

Don't tell even the truth, if it'll displease your friend. And don't tell a lie, even if it'll please her.

Men that ain't your husband love to buy you little trifles like candy or flowers. Husbands prefer to buy you some'n lastin'—like a tombstone.

FOR THE GANDER—

If a man's got only a little money and makes a will, it may be the savin' of his wife. But if a man's got a lot and don't, it may be the savin' of his life.

When business is good, a man can stand nearly anything.

It's good to be an early fisherman, but it's better to be a lucky one.

Justice is one thing everybody's willin' to see the other feller get.

All the oratory in the world ain't as much use as fifteen cents' worth of gasoline when it comes to startin' a flivver.

(Copyright.)

Ludwig Spohr, violinist, conductor and composer, was the first to use a baton for conducting a large orchestra in England.

OUR COMIC SECTION

Events in the Lives of Little Men



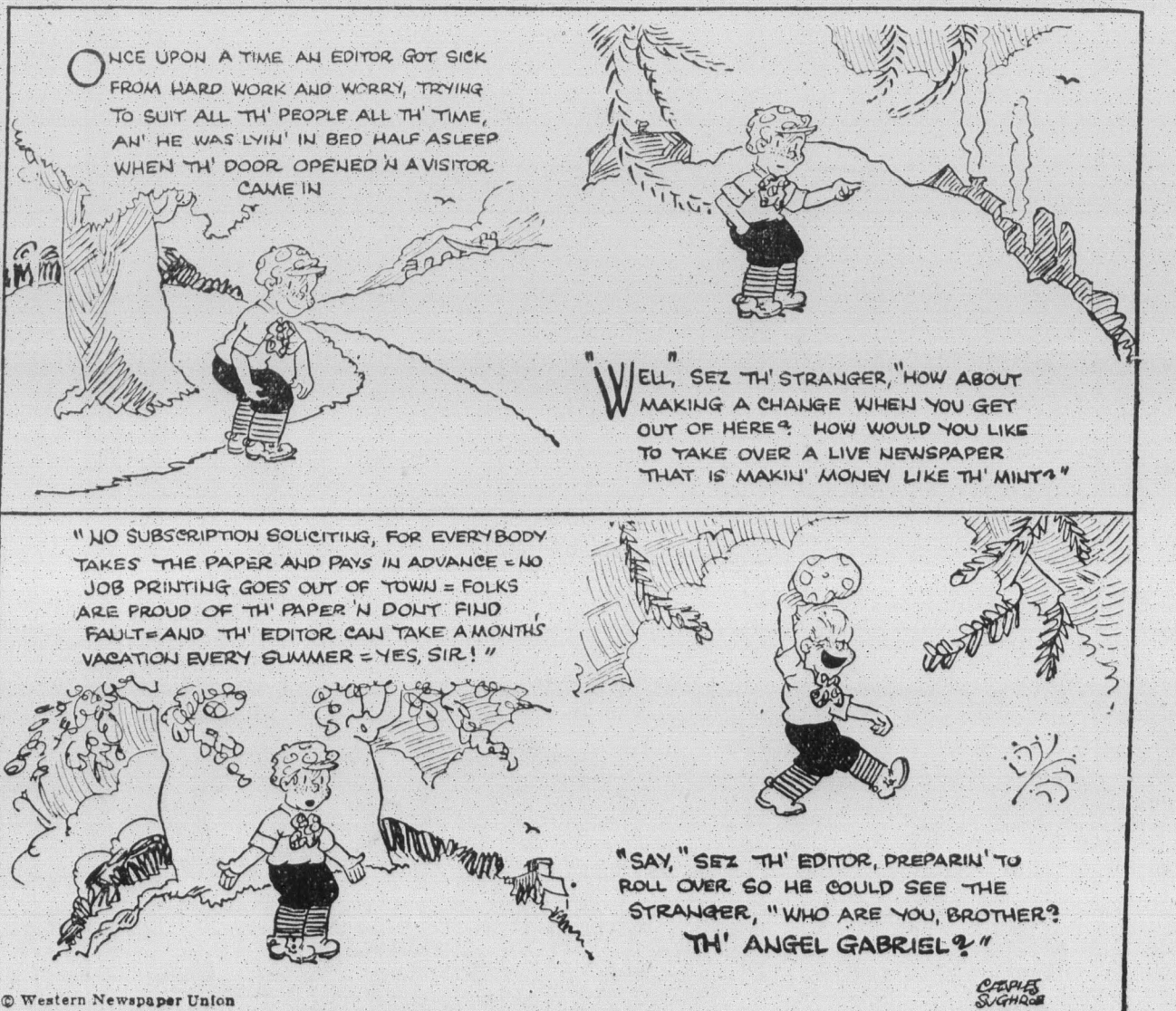
THE FEATHERHEADS

Why People Buy 'Em



MICKIE, THE PRINTER'S DEVIL

Too Good



FOLLOWS EMANCIPATOR



Milton R. Moskow, twelve-year-old San Francisco schoolboy who since the age of five has patterned his life after that of Abraham Lincoln, aspires to occupy the White House some day as his hero did. He has been nominated as a candidate for the American Youth Award established by the directors of the Sesqui-Centennial International Exposition, held in Philadelphia from June 1 to December 1 in celebration of 150 years of American Independence. Under the plan of the American Youth Award and the American Teacher Award, each state will select a boy and a girl and a woman teacher who best represent American ideals, and they will be given trips to Philadelphia and to Washington, where they will receive medals from President Coolidge.

FAMOUS ARTIST INSTRUCTS



William de Leftwich Dodge, famous mural artist, in his studio at the Sesqui-Centennial International Exposition grounds in Philadelphia, where the 150th anniversary of signing the Declaration of Independence will be celebrated from June, to December, of this year, giving instructions to a group of young artists who are creating the "Rainbow City." Mr. Dodge is the color expert for the exposition, and every bit of color work done must be approved by him.

HERBERT HOOVER TURNS SPADEMAN



The Secretary of Commerce turns up first spadeful of dirt at ground breaking ceremonies for emergency hospital on the grounds of the Sesqui-Centennial International Exposition in Philadelphia. The exposition will commemorate the 150th anniversary of the signing of the Declaration of American Independence. At the cabinet member's right is Mayor Kendrick of Philadelphia. The hospital will be conducted by physicians and nurses from the Philadelphia General Hospital.

Classified Ads Get Quick Results

CLASSIFIED ADS

ONLY A DIME A LINE
TERMS CASH
Rates, 10 cents per line, averaging 5 words to a line. No advertisement for less than 30 cents, all payable in Advance

FOR SALE—Refrigerator; capacity 100 lbs.; fine condition. Bargain, \$25. Kraft's Drug Store.

FOR SALE—4 rooms and bath, furnished; laundry tubs, automatic heater; garage; splendid mountain and marine view; fruit, flowers, shrubs, lawn; lot, 75x140; price, \$3,500. Owner, 4535 Brighton avenue, Ocean Beach.

O. B. LIBRARY

1967 Abbott Street
MARGARET RANKIN, LIBRARIAN

NO BOOKS!

"Suppose there were no books!
No books to read in cozy nooks;
No books to fill the hungry mind,
And teach the art of being kind.

"No books to while an hour away,
To link today with yesterday;
No books to charm us for awhile,
To bring a tear or lure a smile.

"But there are books, praise God above!
If we have books and we have love,
We can dispense with other things;
'Tis books, not crowns, that make us king."

Every library cannot have ALL the new books that is evident, but each can have some. Have you read those at YOUR library yet?

Ocean Beach Branch Library
Hours—Monday, Wednesday, Saturday—2:00-8:00 p. m.
Tuesday, Thursday, Friday—2:00-5:00 p. m.

HONK! HONK!!

P. A. Kierstead, proprietor of the Service Station, bearing his name at the corner of Cable and Voltaire streets, remarked that "Johnny got a new siren for his car last week."
"Is that so?" queried Walter Clark, "What became of the blonde one?"

LEGAL ADVERTISEMENT

CERTIFICATE OF PARTNERSHIP
FICTITIOUS NAME
Civil Code Sec. 2466-2468-2470

STATE OF CALIFORNIA,
County of San Diego.—ss.

We hereby certify that we are partners transacting business at 4954 Newport Avenue, City of San Diego, County of San Diego, in the State of California, under a designation not showing the names of the persons interested as partners in such business, to-wit:

Strand Radio and Appliance Company.

The names of the partners are:
James A. Bowker, residing at 4871 Narragansett Avenue, San Diego, California.

William W. Deuel, residing at 4728 Voltaire Street, San Diego, California.

Witness our hands this twenty-third day of August, 1926.

JAMES A. BOWKER,
WILLIAM W. DEUEL.

STATE OF CALIFORNIA,
County of San Diego.—ss.

On the twenty-third day of August, in the year one thousand nine hundred and twenty-six, before me personally appeared James A. Bowker and William W. Deuel, known to me to be the persons whose names are subscribed to the foregoing instrument, and they acknowledged to me that they executed the same.

Witness my hand and the seal of my office this 23rd day of August, 1926.

AGNES G. ELLS,
(Seal) Notary Public.
8-28-9-4, 11, 18-4t.

HARDWARE

SPORTING GOODS TOYS

W. P. FULLER'S PAINTS

C. J. PAPPERT

3795 Mission Boulevard

MISSION BEACH, CALIF.

IF it's in the line of

PRINTING

From a Visiting Card
to a Poster.

We Can Satisfy You With
Quality, Quantity and Service

The Beach News

JOB PRINTING DEPT.

Phone, Bayview 0017

4829 Saratoga Avenue,
Ocean Beach, California

"Patronize Home Industry"

THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach
Sections of San Diego and the
Entire Point Loma Peninsula.

PUBLISHED EVERY SATURDAY

4829 Saratoga Avenue

Ocean Beach, California

Phone, Bayview 0017

KIRK SMITH Editor-Owner

KATHERINE SMITH Sec'y-Treas.

Legalized as an Official San Diego
City and County Newspaper

SUBSCRIPTION PRICES: In San
Diego County, \$1.00 a year; else-
where, \$1.50 a year. All subscrip-
tions payable IN ADVANCE.
Single Copies 5 Cents

LOCAL READERS—Fifteen cents a
line, averaging five words to line.
CLASSIFIED ADS—Ten cents per
line, averaging five words to line.

Advertising Rates Upon Application
Classified, Transient, Political
and Discount Ads
PAYABLE IN ADVANCE

"Entered as second-class matter Decem-
ber 1, 1922, at the Postoffice at Ocean Beach,
California, under the Act of March 3, 1879."

Member of
NATIONAL EDITORIAL ASS'N.

A LEGAL NEWSPAPER

EIGHT PAGES

Saturday, September 4, 1926

News contributors and advertising
patrons will please take notice that
the forms of The Beach News close
at noon every Thursday and will
greatly oblige by submitting their
favors accordingly. Write on one
side of the paper only.

BALBOA THEATER

He gets a whole army to help him
make love!

That's what Richard Dix does in
his latest Paramount comedy, "Say
It Again", which comes to the Bal-
boa Theatre Friday, Saturday and
Sunday. Our hero, mistaken as the
Crown Prince of Spexonia, discovers
that the beautiful Princess is the girl
he has traveled over half the world
to find. The "standing army" of
nineteen men, being well versed in
the arts of love and war, go through
their maneuvers for him.

In conjunction with Richard Dix's
screen feature, "Say It Again," Fan-
chon and Marco will present a
"Specialty Idea", featuring William
Le Maire, Florence Lewis and Adele
Kellogg, James Burroughs and the
Sunkist Beauties. George Stolberg
and His Greater Band will also be
featured in the stage production of
"Specialty Ideas."

For Monday, Tuesday, Wednesday
and Thursday, Ford Sterling will be
seen in the title role of "The Show
Off", his latest Paramount starring
vehicle, supported by Lois Wilson.

"Dancing Shoes Idea", is the offer-
ing from Fanchon and Marco that
completes "The Show Off". Featured
in the cast are such well-known play-
ers as William Le Maire, late black-
face comedian of the Passing Show,
Florence Lewis and Adele Kellogg,
dancers who will be remembered for
their fine work in "Alice in Wonder-
land," and James Burroughs, tenor,
formerly star of "Blossom Time."
The Sunkist Beauties will be well
represented in feature dances.

The News-Reel and other short
reels are additions to a well balanced
program.

CABRILLO THEATER

American girls have become coun-
tesses and duchesses through marry-
ing foreign noblemen, but in "The
Crown of Lies" which opens at the
Cabrillo Theatre on Saturday Pola
Negri becomes a queen who ends up
by wedding a likeable young Ameri-
can flivver salesman, in order to rule
his tiny cottage.

This new Paramount production
unfolds a story of colorful romance.
It shows gorgeous Pola in the simple
garments of a boarding house maid.
In an amazing conspiracy, she reigns
as queen of a small Balkan kingdom
and her striking gowns seem to
sound a new fashion note for the
coming season.

Robert Ames is Miss Negri's lead-
ing man. He is the husky young
Yankee who pursues his quest of
love across the seas, hazarding many
dangers in her behalf.

"The Crown of Lies" has powerful
sequences laid in America as well as
in picturesque foreign settings. It
was directed by Dimitri Buchowetzki.
The story is an original from the
pen of Ernest Vajda, a famous Hun-
garian playwright.

Raymond Godden popular organist
will be heard in a group of delightful
numbers. Kinggrams and other
short reels are additional entertain-
ment offered to Cabrillo patrons
next week.

ACCESSORIES, POLISHES AND PATCHES
At Whitney's Prices

Sunset Cliffs SERVICE Station

FRED HERTEL, Proprietor

Cor. DeFoe Street and Newport Avenue, Ocean Beach

The only official California Automobile Club Inc. Station in
Ocean Beach, with authorized discount to all members.

Big discount on all Goodrich tires and tubes.

Quick starting Shell and Richfield gas and oils, also Pennzoil,
Quaker State, Veedol, Mobile, etc.

BATTERIES TESTED FREE

NOTICE!
Change In Ownership

The Office and Business of REID'S TRANSFER is
now located at

5004 NEWPORT AVENUE

Under the title of the

Ocean Beach Hardware & Express Co.

R. HOWE, Manager. Phone Bayview 0049

Builders' Hardware, Kitchenware, Paints, Tools, Etc.

I repair your Radio sets here in Ocean Beach. Do not take
them to San Diego to be repaired. Patronize Home Industry!

CARL SCHRODER'S Repair Shop

REAR OF RESIDENCE

4840 W. Pt. Loma Blvd., Ocean Beach

PHONE BAYVIEW 0161-J

RADIO SETS BUILT AND REPAIRED

BATTERIES CHARGED TUBES REJUVENATED—FREE

LAWN MOWERS GROUND—NOT FILED

BICYCLES REPAIRED AT CITY PRICES

EXPERT GUNSMITH AND LOCKSMITH

INDEPENDENCE

WITH A HOME FOR YOU

Seven-unit furnished bungalow court, choice corner lot, paved
street, block from bathing beach, close to car, school and stores.
Easy terms. This property will double in value very soon. Owner
wants to retire. SEE MY EXCLUSIVE AGENT

PIERSALL
ESTABLISHED 1911
REAL ESTATE

2221 ABBOTT ST. OCEAN BEACH BAYVIEW 0039

NOW OPEN FOR BUSINESS
UNDER NEW MANAGEMENT

Bayview Bait House

SHUMWAY & McNEILL, Proprietors

5044 West Point Loma Boulevard, O. B.

Near Mission Bay Bridge

FISHING TACKLE AND BAIT
OF ALL KINDS

FORD AUTHORIZED SERVICE

OCEAN BEACH GARAGE

HENRY EULBERG, Propr.

4868 NEWPORT AVENUE

Phone, Bayview 0094-J

Half block from Fire Station

BEST EQUIPPED FOR SERVICE

Official HEADLIGHT TESTING
Station No. 1308

Battery Charging—Welding

Lathe Work—Cylinder Honing

J. M. Brake Service, General

Repairing

Dealer in Goodyear and Fisk

Tires and Tubes

Most Complete Stock of Replacement Parts, Tires, Tubes, Brake

Linings and Accessories This Side of San Diego

STORAGE

TOW CAR

PIPE FOR EFFICIENCY

Plan an All-Gas Kitchen
For the New Home ---

When you equip your kitchen completely for gas,
you save steps in advance, insure yourself hours of
leisure and guarantee a more smoothly run house-
hold.

Where there's an efficient kitchen it's an all-gas
kitchen. It's easier to include adequate piping in
the plans for the new home than to tear up the
floors later when you want more labor-saving gas
appliances.

Get in touch with our office for the free
service of an expert gas-piping engineer.
He can help you with all gas problems.

DRAW AN ALL-GAS KITCHEN INTO THE PLANS!

San Diego Consolidated Gas & Electric Co.

FRANKLIN 4121 857 SIXTH STREET

Subscribe to "The Beach News"
\$1.00 in San Diego County
Elsewhere \$1.50 Yearly

Office Phone, Bayview 0118
Res. Phone, Bayview 0016
Geo. C. Bryan, M.D.
Office, Postoffice Building
Ocean Beach, Calif.
Hours, 1 to 4 and 6:30 to 8 p. m.

Dr. W. F. BUSH
DENTIST
Over Ocean Beach Postoffice
DR. J. D. PURTLE
Associate
Hours: 9 to 12 a. m., 1 to 5:30 p. m.
Office Phone, Bayview 0702
Res. Phone, Bayview 7708-J

SAN DIEGO
Army and Navy
Academy
Prep for College, West Point and
Annapolis—Enjoys University of
California's Highest Scholastic
Rating
THOROUGH MILITARY
INSTRUCTION
CHRISTIAN INFLUENCES
LAND AND AQUATIC SPORTS
ENTIRE YEAR
Located on Ocean
Phone, Pacific Beach 172
COL. THOS. A. DAVIS, Pres.

Anything in Woodwork for the
HOME—STORE—OFFICE
Arthur Hubbard
Builder and Cabinet Maker
CARPENTERING
Furniture Repaired, Screens,
Porches, Tables, Stools, Draw-
ers, Doors, etc.
4887 Long Branch Ave., O. B.
Shop, Seaside and Greene Sts.

Ocean Beach
CLEANERS
1928 Bacon Street
Phone, BAYVIEW 0030-J

Phone Bayview 0020-J
SUNSET GARAGE
TURNER B. KLINE
1916 Bacon Street
OCEAN BEACH

Phone Bayview 0039
Thos. D. Twedell
BUILDER
Architectural Service
2217 Abbott Street
Ocean Beach, Calif.

D. R. SAUM E. C. BANGS
Pres. Secy.
Established 1887
Johnson-Saum Co.
Incorporated
Superior Service and Equipment
The expense is a matter of your
own desire.
LADY EMBALMER
For Ladies and Children
N. W. Cor. 4th and Ash Sts.

IF YOU HAVE
HOUSES
FOR RENT
Classified Ads Get Quick Results.
WE CIRCULATE

Don't Watch Mission and
Ocean Beaches Grow—
Grow With Them!
Subscribe for "The Beach News."

SPEND YOUR DIMES AND
DOLLARS AT HOME

Ocean Beach Social Notes



Katherine's "Kollum"

By MRS. KIRK SMITH
Phone, Bayview 0017

KATHERINE RETURNS

HOME FROM HOSPITAL

Mrs. Kirk Smith (Katherine), who has been gradually convalescing at the McCulloch Hospital from a major surgical operation performed Monday, August 16, returned to her home at 1829 Saratoga avenue, last Thursday morning. She was especially escorted by her family physician, Dr. Mott H. Arnold, and her personal day nurse, Miss Mulligan, both of whom have given their patient most considerate attention during her illness, and will continue to give her their professional care until she has fully regained her health.

NO PLACE LIKE

SOUTHERN CALIFORNIA

Mr. and Mrs. E. B. Thompson, of Del Monte avenue, are on their way home after an extended tour by auto through the East and Middle West. Writing to "The Beach News" from Philadelphia recently Mr. Thompson says: "We will visit Baltimore and Washington a few days each and then start homeward, and you may be sure it will be a relief, as it has been hot everywhere. Since leaving Chicago it has been 90 degs. or over at Detroit, Niagara Falls, Toronto, Montreal, Portland, Me., Boston and New York. I had rather live in a tent at Ocean Beach than in a palace at any place we have seen, and in the future will limit our trips to the Pacific Coast."

BAPTISM MARKED BY

ANCIENT GREEK RITES

James Peter Martikas, son of Mr. and Mrs. J. P. Martikas, was baptized last Sunday afternoon with all the pomp and impressiveness of the ancient Greek ritual. The ceremony took place at the Sunset Supper Club and was performed by Rev. Papa Koutousis, of Los Angeles. There was a large crowd of specially invited guests from San Diego, Los Angeles and Imperial Valley. Mrs. Fernanthe Topouzes, mother of the chief participant at the christening, is the only sister of George, Tom and Dan Topouzes, who are widely known in San Diego.

Greeting Cards—Froide—Bacon St

GUESTS HONORED

WITH BRIDGE TEA

Mrs. Fred Hertel, of 1910 DeFoe street, most delightfully entertained last Tuesday with a bridge tea in honor of her nieces, the Misses Virginia and Florence Hertel, of Chicago, Ill. The invited guests included friends from Mission Beach, San Diego, National City, Coronado and Yuma, Ariz.

PASTOR NEWMAN RETURNS

FROM VACATION

Rev. William I. Newman, pastor of the Congregational Church, has returned from a month's vacation in Long Beach, where he supplied in the Atlantic Avenue Congregational Church. Pastor Newman enjoyed himself visiting relatives and renewing friendships, but says he is mighty happy to be back in the salubrious climate of Ocean Beach for the resumption of his pastoral duties.

VISITORS ENTERTAINED

Miss Ruth Wright, of Chula Vista, was the guest of Mrs. Lillian M. Howe over the week end. She was entertained with the Five Hundred game last Thursday evening. Those present were: Mr. and Mrs. O. L. Wright, of Chula Vista; Misses Carlota and Ruth McCutcheon, of La Mesa; Herbert Seabock, of Palm Springs; Mrs. S. R. Harris, of New York City; Mrs. Helen Lea.

Try our Classified Ads, for Quick Results—Only a dime a line, five words to the line, payable in advance.

WE CIRCULATE

Subscribe for THE BEACH NEWS

O. B. WOMAN'S CLUB

MEETS NEXT MONDAY

The O. B. Woman's Club will hold a meeting next Monday, September 6, at 2:30 p. m. in the Loring Building over the Little Cash Grocery at 5050 Newport avenue. Several speakers will be heard on the topic of "Vacation." The study department of the Woman's Club will meet in the evening of the 6th.

VISITING HOMEFOLKS

ON NORTHERN TOUR

Mrs. James Miltenberger, of Newport avenue, writes to her husband at the "Cache of Sweets" that she has been greatly enjoying her tour of Oregon. She recently travelled through The Dalles and after a visit to her homefolks will return to Southern California early in September.

ENJOYABLE CARD PARTY

Mrs. Lillian M. Howe, assisted by Carlota McCutcheon, entertained with a Five Hundred party at her home on Brighton avenue recently. Those present were Mrs. J. Clark, Mr. and Mrs. Hoffman, of Mission Hill; Mrs. F. R. Harris, of New York City; Mrs. Helen Lea, of Chicago; Mrs. Kress, Mrs. Chas. L. Daley, Dr. Van Wagenen, of Ocean Beach. Prize was awarded to Mrs. Hoffman.

RETURNING TO CHICAGO

AFTER PLEASANT VISIT

Misses Virginia and Florence Hertel, of Chicago, Ill., who have been visiting their aunt and uncle, Mr. and Mrs. Fred Hertel, of 1910 DeFoe street, left last Thursday for Los Angeles, Oakland and San Francisco before returning to their home.

CHILDREN'S DANCING CLASSES

Commencing Wednesday afternoon of last week, Miss Elsa Terheggen is now holding two classes in dancing at the Peninsula Masonic Hall, Newport avenue, every Wednesday from 2 to 5 o'clock in the afternoon, and Saturday from 9 a. m. to 1 p. m. The pupils range from three to twelve years of age and are working hard for a Christmas dance recital to be given at Ocean Beach.

WEEK-END TRIP

Mr. and Mrs. J. P. Froide and children, of Bacon street, enjoyed a trip to Huntington Beach last Sunday.

CHURCH WEDDING

Charles S. Rood, of Danville, Kansas, and Georgia May Doan, of San Diego, were married in the Baptist Church, Ocean Beach, last Saturday, August 28, 1926, at 2 p. m. in the presence of friends and relatives. Rev. W. S. Dunn officiated.

DINNER AND BRIDGE PARTY

Shirley Cottage was the scene of a dinner and bridge party Friday evening when Mrs. H. G. Christiance entertained the Gamma Delta Sigma sorority. Some of the guests went swimming before dinner. Prizes for the bridge playing were won by Miss Mary Neyenesch and Mrs. Edwin B. DeLane. The guests were: Miss Mabel Whitelock, Miss Winona Crawford, Miss Eva King, Miss Orrell Blaine, Miss Janice Blaine, Miss Ora Smith, Miss Marian Keyes, Miss Molly Kervin, Miss Mabel Dawes, Miss Hazel Marvin, Miss Mary Neyenesch, Mrs. Orville Curry, Mrs. Edwin B. DeLane, Mrs. Bob Neyenesch, and the hostess, Mrs. Christiance.

"DEAF" TELEPHONE SETS

A specially designed telephone set for the use of the deaf, has been perfected in the Bell Telephone Laboratories. It will open a wonderful new world to those whose deafness has made it difficult or impossible to use the telephone.

VETERANS' ENCAMPMENT AND WOMEN'S RELIEF CORPS

"Camp Tom Hull" is the name selected for this year's encampment of the Southern California Veterans' Association, which will be held on the assembly grounds at Pacific Palisades, famous educational and convention resort on Santa Monica Bay, from August 31st to September 10. The camp is named each year in honor of the past commander who has most recently passed away, the thirty-ninth annual encampment of this year being named in honor of the Past Commander Tom Hull. This gathering, in addition to several hundred G. A. R. Veterans, will include a large delegation from all parts of Southern California of the women's Relief Corps, an auxiliary organization of the Association of Southern California Veterans.

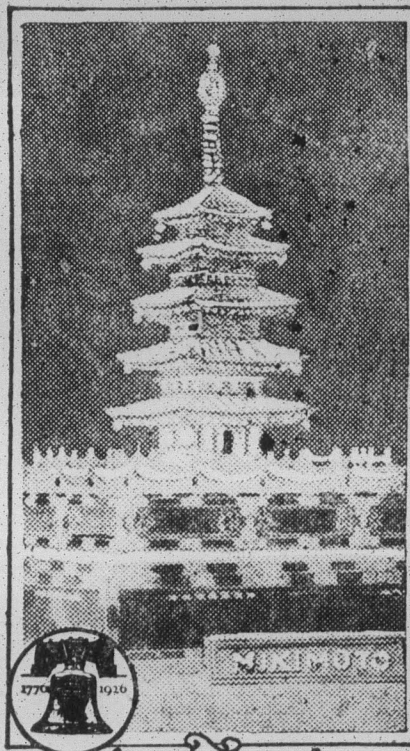
DEMISE OF G. D. GAMMON

Following a lengthy illness from a chronic ailment, George D. Gammon passed away last Friday, Aug. 27th at the residence in Loma Portal. He was the husband of Mrs. Jane Gammon and father of George W. Gammon, of Chicago, and Mrs. Sylvan E. Summer of Loma Portal. The deceased was a native of Rhode Island and had reached the age of 66 years, 6 months and 29 days. He was the owner of the Hotel Newport and possessed considerable real estate in Ocean Beach. Funeral services were held last Wednesday morning and interment took place at Glen Abbey Memorial Park.

SCHOOL TEACHER WEDDED

Mrs. Edwin B. DeLane, who before her marriage in June was Miss Sarellen Morgan, has returned to Mission Beach after spending two months in San Fernando, a suburb of Los Angeles. Mrs. DeLane will resume her position as upper grade teacher in the Mission Beach school where she taught last year. Mr. and Mrs. DeLane will occupy an apartment on Strand Way, Mission Beach.

Millions in Pearls



This pagoda, a part of the Japanese exhibit at the Sesqui-Centennial International Exposition in Philadelphia, celebrating the 150th anniversary of the signing of the Declaration of Independence, is made entirely of pearls and its value exceeds \$1,000,000. The exposition continues until December 1.

Silver Spray PLUNGE

J. N. and B. A. Douglass, Proprietors
Ocean Front, Ocean Beach, Calif.
INDOOR SWIMMING
Every Morning, Afternoon
and Evening

GEO. FINLEY

DESIGNER AND BUILDER

Plans and Estimates
4845 Narragansett Ave., O. B.
Phone, Bayview 0176-W

CECIL O. CARL

ELECTRICAL CONTRACTOR

Wiring, Fixtures and Supplies
1874 Bacon Street
Phone, Bayview 0054
Phone, Bayview 0181-W

CLASSIFIED ADS

GET QUICK RESULTS
WE CIRCULATE

It's Not Far to a FABER Store

FABER'S Ocean Beach Grocery
5008 Newport avenue Phone, Bayview 0217

Faber's Little Cash Grocery

5021 Newport Avenue Phone, Bayview 0415

Faber's Cash & Carry No. 3

2119 Bacon Street Phone, Bayview 0418

Faber's Cash and Carry No. 4, Mission Beach

WHY TRADE ELSEWHERE
WE CARRY THE BEST AND SELL THE CHEAPEST
TRADE AT HOME AND SAVE MONEY

It's Not Far to a FABER Store

WILLARD BATTERY SALES AND SERVICE

Willard Battery Men's
Five-Point Free Service

KIERSTEAD'S Service Station

Corner Cable and Voltaire Streets, Ocean Beach

GENERAL AUTO REPAIRS

ICE For Sale. Phone, Bayview 0401
Merchants' Service Coupons Given and Redeemed

Point Loma Laundry

Phone, Main 5705.

LAUNDRY CALLED FOR AND DELIVERED

If It's Laundry Work, We Do It!

WET WASH, ROUGH DRY,

SEMI-FINISH AND FINISH WORK

F. O. Hughes, Prop. Phone, Bayview 0020-W

OCEAN BEACH FEED, FUEL and EXPRESS

"Orange Brand" Feeds

Supplies for Sherwin-Williams
Poultry, Rabbits and Pets Paints and Wallpaper
1926 BACON STREET, OCEAN BEACH

OCEAN BEACH LUMBER COMPANY

W. H. RABSAHL, Manager

Corner Muir Ave. and Ebers St.

Phone, Bayview 0040

LUMBER

LATH - SHINGLES - NAILS - ROOFING

Sash and Doors and Mill Work

Wall Boards—Cement and Plaster

Agents for

PIONEER SHINGLES and UPSON BOARD

Open for Business in New Building
AT THE INLET BRIDGE

Bait House--Jack's Place

5050 West Point Loma Boulevard, O. B.

JACK NEUMONT, Proprietor

All Kinds of

FISHING TACKLE AND BAIT

Tobacco, Cigars, Cigarettes, Candies and Cold Drinks

Telephone, Bayview 0405

Protect Your Skin

against sunburn, windburn
and chaps with

NYAL
FACE CREAM
with Peroxide

A bleaching cream excellent for the complexion. It is non-irritating, greaseless, and vanishing. Leaves no shine or sticky after feeling. Helps to make the skin clear and soft. Will not cause or promote the growth of hair. Pleasingly perfumed.

Two Sizes

KRAFT'S DRUG STORE

Newport and Bacon,



Phone, Bayview 0194

Phone, Bayview 0411

KEEP ADVERTISING, AND ADVERTISING WILL KEEP YOU!

Daddy's Evening Fairy Tale

by MARY GRAHAM BONNER

PETER GNOME

Peter GNOME put on his invisible robe and went to see some of his friends.



He Was Not Sleepy.

He saw Teddy's new bicycle standing outside Teddy's house and he saw Teddy's sister waiting by it for her lesson.

She was learning to ride her brother's bicycle, but couldn't as yet turn around. It was really hard to balance.

Then he saw Melly, who had been losing her temper so much lately without meaning to lose it at all, and she was thinking to herself how the mean speeches had crowded to the tip of her tongue and had all been said.

The way to do, she said to herself, was not to let such a crowd of mean speeches get to the tip of one's tongue.

Then so many of them would not fall off and be spoken.

He saw a farmyard where a pig and a dog were friends and he saw a strange dog come along and the pig did not understand it because the strange dog did not want to associate and play with a pig.

Nor did the dog that was the friend of the pig feel like playing with another dog.

In fact, the dog and the pig were such friends they felt far more companionable than two pigs would have felt, or than two dogs would have felt.

Then Peter GNOME saw his little friend Buddy, who was playing with a toy automobile and who did not want to go to bed.

He was telling his daddy that he was not sleepy, nor was his car sleepy.

He was waiting for the time to come when he would be given a bigger car for he could not sit in his little toy one and he did want to sit in so he could play automobilizing much better.

But the little toy one was fun and he liked it once in a while.

But mostly he liked to sing songs to himself, early in the mornings was when his voice was at its best.

He sang fine songs he had heard and had been taught and also many that he made up himself.

Then Peter went and saw Major, the police dog. Major had the best of manners, and during the summer some of the dogs of friends of Major's owner had asked if their dogs could associate with Major and learn to have the same wonderful manners Major had.

So Major taught manners! He was in charge of a big black dog, a little black dog, two brown dogs, and a younger one of his own kind.

There were also some cats around, a little black cat with green eyes and a green collar and a big black cat with green eyes and a green collar.

Both the cats smelt like dogs for they were around with dogs all the time.

Major showed the other police dog how he must not pull when he was on a leash, for as Major showed, it was very bad for a dog's wind pipe to pull.

But Major was not too severe. And he would lick the cats with his tongue, and the dogs, too, to show that he thought they were doing well.

Peter GNOME greatly admired Major.

In fact, Peter GNOME thought there was no more fun to be had than by putting on his invisible robe so he could not be seen by people, but yet see what was going on in the world.

Greatly Admired Major.

Forgetting the Door

Wallie's mother was entertaining her club and had sent Wallie outdoors with instructions that when he was tired of playing he should come quietly in the back door.

In the middle of the afternoon the front doorbell rang. There stood Wallie, muddy of shoes and dirty of face.

"Mother," he said worriedly, "which door was it you told me to come in at?"

Then Went His Bike

Tommy, one out of three brothers of a new baby sister, said to his father: "Say, daddy, how much did the baby cost you—about a hundred dollars?"

This father seriously answered, "Yes, almost that much," and Tommy sorrowfully turned away, saying: "Well, there goes the bike."

Where He Stood

Where did Napoleon stand when he landed at St. Helena? On his feet.

PRESERVES MADE FROM WATERMELON

Rind Can Be Utilized for Delicious Dish.

Prepared by the United States Department of Agriculture.

Watermelons seem to be especially plentiful this year. Why not utilize some of the rinds to make delicious preserves? suggests the United States Department of Agriculture. Cut the rind from the melon. This can be chilled and served in slices or blocks. When ready to make the preserves remove the green outer skin and cut the white part into pieces of the desired size. First soak the pieces for 3½ hours in lime water, to make them firm. The lime water is made by dissolving one-fifth ounce of lime in one quart of water, for each pound of watermelon rind. The lime should be bought at a drug store and should be accurately weighed, as too much or too little will not give the desired results.

At the end of 3½ hours put the rind into fresh water for an hour. Next boil it in clear water for 1½ hours. Make a sirup in the proportion of one pound of sugar and two quarts of water, and drop the rind into it after it has reached the boiling point. Add half a lemon, sliced, for flavoring, and spices or ginger root if you like. These will tend to darken the color of the preserves, but for many tastes will improve the flavor. Boil for 1 hour and 40 minutes. It may be necessary to add more water to the sirup while boiling to prevent it from burning, or to transfer the preserves to a smaller pan without adding more water. If a thermometer is used the preserves should be cooked until the temperature has reached 222 degrees F. If any of the sugar caramelizes it will darken the color. When the preserves are cooked, pack the pieces in sterilized jars, and three-fourths cupful of sirup to each quart jar, and seal.

Chief Causes of Failure Found in Whipping Cream

The chief causes of failure in whipping cream are high temperature, cream low in fat and new cream. To secure a satisfactory whip, it is well



A Satisfactory Jar of Whipped Cream.

to use cream containing at least 30 per cent fat which has been aged for 24 hours or more. The cream, bowl and whipper should be chilled.

Eat Mutton and Lamb

Americans do not eat as much mutton and lamb as the people of other countries. They eat but five pounds of mutton and lamb per person each year, while Canadians and French each consume ten pounds; the British 26 pounds; and the Argentinians, 28 pounds. Nearly half of the total quantity of this product eaten in the United States is consumed in the states along the Atlantic seaboard. It is difficult to understand why this delightful dish is such a stranger on the tables of the Middle West and South.

Artificial Wool

Artificial wool is a name which has been applied by some persons to a new artificial fiber which recently has been made from the waste fibers obtained in the manufacture of artificial silk. Fabrics made from it seem to have some of the properties of wool materials, but they have not been studied extensively as yet and little is known concerning their real value.

Can Some Pimientos for Use During the Winter

Pimento peppers may be successfully canned by the water-bath method. So if you are raising this pleasant-flavored vegetable, be sure to put some up for winter use. They are fine as flavoring in soups, stews and mixed vegetable dishes, on salads, and with cheese in sandwiches. They may also be stuffed and served like green peppers.

Pimento peppers have a very thick flesh, tough skin and are comparatively smooth and free from ridges. They should be ripe, sound and not bruised. Use only whole peppers. To remove the skin dip the pimientos in hot cooking oil (230 degrees Fahrenheit) for two or three minutes, or place them in a hot oven (450 degrees Fahrenheit) for six or eight minutes. Cool quickly by dipping in cold water. The skins then come off readily and leave the peppers soft and pliable so that they can be folded into the cans after stems and cores are removed.

Use pint glass jars or No. 1 or No. 0 tin cans. No liquid is added, since the processing brings out a thick liquor which almost covers the material in the can. Add one-half teaspoonful of salt to each pint. Process pint jars for 40 minutes in boiling water, and No. 1 or No. 0 tin cans for 30 minutes. Send to the United States Department of Agriculture for Farmers' Bulletin 1471-E, "Canning Fruits and Vegetables at Home," which gives directions for all the canning you may need to do this season.

Government Method Given in Canning Lima Beans

Lack of success in canning lima beans may be due to several causes. It is a mistake to attempt to can them when they are too old, or too long after picking. Only the steam pressure canner should be used, since lima beans are among the non-acid vegetables that need to be processed at a temperature higher than that of boiling water in order to kill the bacteria that cause spoilage.

Lima beans should be canned when very young and tender—what are known as "baby limas." Older ones may be dried. The following method is given in the newest canning bulletin issued by the United States Department of Agriculture. After washing the beans, bring them to a boil in water to cover. Pack boiling hot into the containers and add one teaspoonful of salt to each quart. Process immediately at ten pounds pressure, or 240 degrees Fahrenheit in quart glass jars for 60 minutes, pint glass jars for 55 minutes, and No. 2 and No. 3 tin cans for 30 minutes. Remove from the canner, observing the usual precautions in regard to opening it, cool by immersing glass jars or plunging tin cans into cold water, mark, and keep under observation until you are sure that all are keeping.

Mineral Constituents

Mineral constituents of milk that are especially important to the body are phosphorus, iron and lime. Phosphorus is fairly abundant in milk. Although not much iron is present in milk, what little there is can be easily used by the body. Milk is much richer in lime, the chief constituent of bones and teeth, than are most other foods, and this is one of the reasons why it is an excellent food for children.

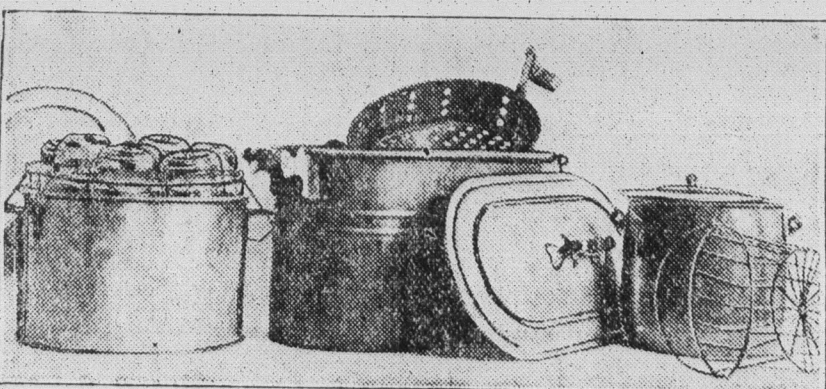
Test Wash Fabrics

A much larger proportion of wash fabrics are faster in color, both in sun-fading and water-fading than they were a few years ago. This is because better dyes are being developed. The manufacturer realizes the loss to the consumer when colors are not fast. Some are guaranteed, others are not. It is a wise precaution to get a small sample, when this is possible, and test it for both sun-fading and water-fading before using.

Canned Food Products

The prevailing idea that it is necessary to remove food products from cans as soon as they are opened is erroneous. For a reasonable period incident to its utilization it would be safer to allow the food to remain in the can. Transferring to another receptacle only adds to the danger of contamination.

TEMPERATURE FOR SUCCESSFUL CANNING



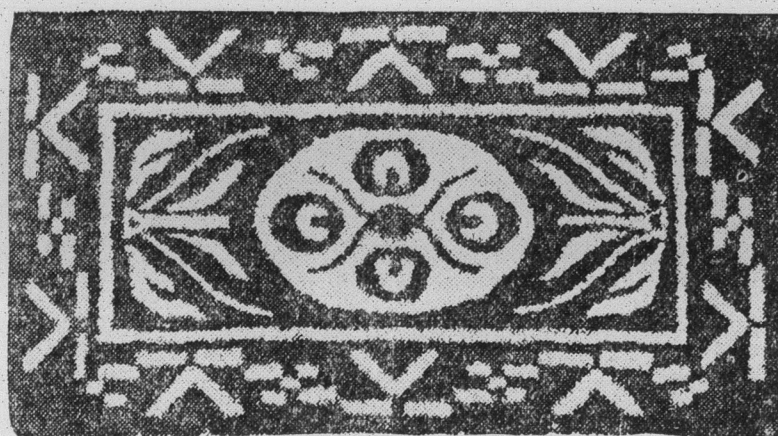
Types of Water Bath Canners.

For successful canning the temperature applied should ordinarily be the lowest possible that will insure a safe product. While no growing or so-called vegetative bacteria will survive for any length of time at the temperature of boiling water (212 degrees F.), some bacteria are able to go into spore form. These spores are killed only by very long-continued heating at boiling temperature, especially if the fruit or vegetable being canned has juice that is alkaline or only very slightly acid. When the juices are acid, as in fruits and tomatoes, all forms of bacteria are killed more quickly at 212 degrees F., which is the highest temperature possible in the water bath. Corn, peas, beans, and other vegetables that do not have acid juice need to be processed under steam pressure at temperatures higher than 212 degrees F.

Pretty Things that are Made at Home

THE craze for early American and old colonial furnishings has made the pursuit of happiness and antiques, one and the same thing with a considerable number of people. Even old glass kerosene lamps have been resurrected from the garret or cellar, fitted with electric bulbs and given places of honor where they may glow once more through pretty shades.

No one gainsays the beauty of some of the old-time, hand-made furnishings. The charm of the best patchwork quilts makes them precious and the art of making them is well worth reviving. Everyone that is anyone wants a few Colonial rugs and the



A HOMEMADE RUG

art of rug making at home has been revived, so that this very laudable ambition may be gratified. There are several types of Colonial rugs and an example of the handsome hooked rug is pictured here. These are made on a burlap foundation having a pattern stamped on it. The burlap is stretched tightly on a frame and heavy yarn hooked through in loops, using colors indicated in the pattern. The loops are cut as each row is finished and the pattern laid in first. When this is finished the background is put in. There are some famous old-time patterns, and some very handsome conventional ones. After the pattern and background have been hooked in and cut, the back of the rug is brushed with shellac.

Besides these hooked rugs of yarn there are several varieties of rag rugs that interest the up-to-date housewife. The popular woven rags, made of strips of cotton rags, may be had everywhere, and everywhere they are liked for bathrooms and kitchens, deeper shades, which make them very practical for the between-seasons period—they will tide over the interim between summer and fall.

Among the unexpected revivals are delightful dresses of coin-dot silks, mostly in navy and white or black and white. After their amazing popularity a year ago stylists might have neglected them for one season, but they ventured to launch new models and these found a cordial welcome. It seems the coin dot is a perennial favorite, a hardy annual, and therefore a good investment. The fine model shown in the picture embodies some new points to be featured in the fall styles, notably the bodice extended in a point below the hips at the sides, over a skirt which is plaited all around with front extended into a plaited panel in the bodice. Long sleeves are emphasized in all the latest day frocks—in this model they are gathered by the wrist into a cuff with ties of silk. It also boasts the favorite collar treatment, with facing



OF COIN DOT SILK

of white georgette crepe or crepe de chine.

Many of the new coin-dot frocks reveal the combination of coin-dot and solid-color silks, which will suggest, to the thrifty, ways and means of converting last year's coin-dot dress into an up-to-date affair for present wear. Skirts showing alternating panels of plain and dotted materials, bodices with vestees and jabots of plain silk and bolero effects, are some features that can be managed in the combination of two materials.

Another new style note that might be utilized by the economical appears in the use of three shades of one color, to be used in shaded dresses. Two-tiered skirts with a dark color at the bottom, a lighter one above and a long bodice in the lightest shade have the effect of shaded materials. Usually cuffs and vestees are made in the medium shade.

But we moderns are doing some things "on our own" in the way of

BEFORE HER BABY CAME

Used Lydia E. Pinkham's Vegetable Compound

Adkins, Texas.—"Before my baby came I was so weak I had to stay in bed most of the time until I began taking Lydia E. Pinkham's Vegetable Compound. My mother-in-law, who is a midwife, told me it was all foolishness for me to stay in bed. She told me to take Lydia E. Pinkham's Vegetable Compound and it would help me. She handed me one of your little books and I read it and was interested in it. I went to a drug-store that night and got a bottle of your wonderful medicine. I took it until the baby was born and was able to be up and do my work. Baby is 4½ months old now and weighs 14 pounds. I have plenty of milk for her and she gains steadily. I recommend it. I am willing to answer letters and will do anything I can for any woman, for I know how I suffered."—Mrs. A. H. TSCHIRHART, R. No. 2, Box 39, Adkins, Texas.



Lydia E. Pinkham's Vegetable Compound has been in use by women for over fifty years. It is a vegetable tonic made from roots and herbs and is sold by all druggists. Recommended by women everywhere.

While we read history we make history.—Curtis.

Does not affect the Heart

"BAYER ASPIRIN" PROVED SAFE

Take without Fear as Told in "Bayer" Package



Unless you see the "Bayer Cross" on package or on tablets you are not getting the genuine Bayer Aspirin proved safe by millions and prescribed by physicians over twenty-five years for

Colds, Headache, Neuritis, Lumbago, Toothache, Rheumatism, Neuralgia, Pain, Pain

Each unbroken "Bayer" package contains proven directions. Handy boxes of twelve tablets cost few cents. Druggists also sell bottles of 24 and 100.

A fetching costume is any costume that will fetch a man.

Sure Relief

BELL-ANS FOR INDIGESTION

25c and 75c Pkgs. Sold Everywhere

Ends pain in one minute

CORNS

Dr. Scholl's Zino-pads is the safe, sure, healing treatment for corns. At drug and shoe stores. For Free Sample write The Scholl Mfg. Co., Chicago

Dr. Scholl's Zino-pads

Put one on—the pain is gone!

After A Bath With Cuticura Soap

Dust With Cuticura Talcum

Delicately Medicated Of Pleasing Fragrance

CARBUNCLES

Carbol draws out the core and gives quick relief

CARBOIL

At All Druggists—Money Back Guarantee

INFLAMED EYES DISFIGURE YOUR LOOKS!

Don't experiment on them, use MITCHELL EYE SALVE for speedy relief. Absolutely safe.

25c at all druggists. HALL & RUCKEL, New York City

Will purchase CALIFORNIA! states in California.

J. BONE, Markwell Bldg., Long Beach, Calif.

JULIA BOTTOMLEY (© 1928, Western Newspaper Union.)

RADIO

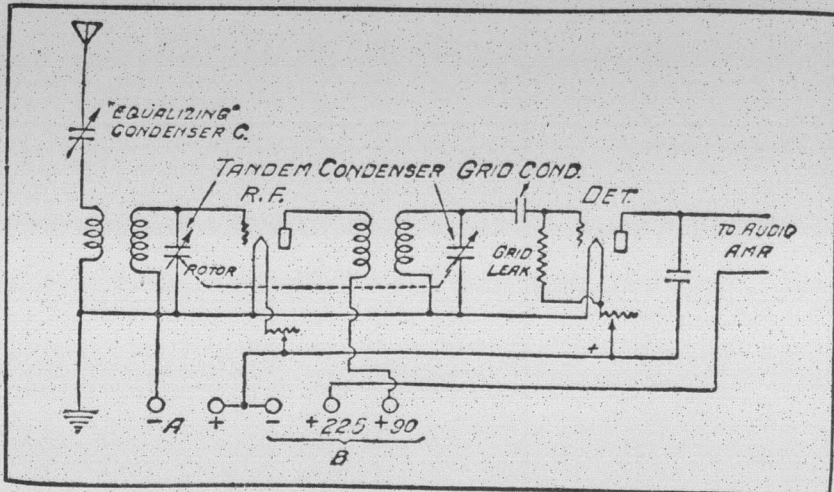


Diagram Showing Tandem Tuning Scheme.

By ZEH BOUCK

In the New York Herald-Tribune. It is the purpose of this article to consider the new ideas involved in tuning several radio-frequency circuits simultaneously by means of two or more condensers mounted on a single shaft.

The "problems" of tandem tuning are really nothing more than the problems of scientific set design slightly emphasized. In some respects they are mechanical rather than electrical, and in all cases are modified, with other problems, in individual receiver design. There are, however, some general points which should receive primary consideration before the specific details are tackled.

There is really only one fundamental "secret" to successful tandem tuning. This is the matching of inductive and capacitive values in the individual tuning circuits, which considers the inductance and capacity introduced by leads and wiring. It is the problem of the designer so to arrange his parts and their interconnections that the parasitic capacitances and inductances are either negligible or are the same in each stage of radio-frequency amplification.

This accomplished there remain only the matching of the deliberate inductances (the tuning coils) and the capacities of the tuning condensers. The latter is taken care of in the case of any reliable condenser, such as the Ameco "Siamese," which the writer used in his experiments.

It is the designer's job to match the inductors.

"Vernier" capacitances and inductors, of any type whatever, can be used to balance stray capacities and inductive values as well as poorly matched inductors. However, no vernier can efficiently compensate the capacitive discrepancies in some types of condensers. Compensation on one wave length is immediately upset upon tuning to another frequency.

Coils Recommended.

Coils characterized by a relatively low L to C ratio are recommended for use in tandem circuits, contrary to general practice. In other words, space-wound coils and similar tricks designed to reduce the capacity of the windings, are not recommended in tandem tuning circuits. The use of higher capacity coils lowers the proportion of tube and stray capacity to total circuit minimum capacity, thus reducing whatever effect tube changing may have upon tuning.

Tandem tuning, needless to say, can be adapted to practically any tuning

system. A fundamental circuit accompanies these notes.

Attention is particularly directed to the input or antenna coupling circuit. The proximity of the antenna circuit, in almost every case, will throw the tuning of the first condenser out of alignment unless this condition is especially considered and properly compensated. There are two immediately possible ways of doing this. The first is to employ the usual aperiodic primary with very loose coupling, or variable coupling correctly compensated by the King Equamatic system. The second, and at present preferable arrangement, is the use of the antenna tuning condenser C. A certain optimum input (across primary) capacity should be decided upon by the designer—say 25 or thirty micromicrofarads. The average antenna capacity will vary anywhere between this value and perhaps 200 "micromikes." To reduce it to the desired across-coil capacity, the series condenser of about 50 mfd. is introduced as suggested. The condenser is varied for individual antennas, and left set when the correct value is discovered. It is recommended that this condenser be mounted within the cabinet, to discourage the itching fingers of the average fan.

Antenna Compensation.

If two stages of tuned radio-frequency amplification are employed previous to the detector tube, with one single and one tandem condenser, it is advisable to shunt the single condenser across the first secondary. This will eliminate the antenna compensation problem. (Antenna compensation, however, is still desirable if only to maintain dial alignment.)

Almost any efficient system of stabilizing the r. f. stages is recommended for use with tandem tuning circuits. The addition of the stabilizing arrangement presents no extraordinary difficulties.

All grid returns, in virtue of the common grounded rotor, are brought down to the negative side of the "A" battery. This fact slightly modifies the detector circuit. Detecting efficiency postulates a positive grid potential. To secure this, instead of shunting the grid condenser with the leak, as is usually done when the grid return is brought down to the plus filament terminal, the resistor is connected between the grid and filament (plus of course) direct.

Tandem tuning presents no real difficulties and demands only the intelligent application that must go into the design and building of any receiver satisfactory to the discriminating enthusiast.

Messages May Travel Over Separate Paths

Radio messages frequently travel from a broadcasting station to a receiving set over two entirely separate paths. Scientists of the General Electric company, according to Dr. E. E. Free's press bulletin, the Week's Science (New York), report the discovery of further facts confirming this idea.

"One path is along the surface of the ground. The other path is through the high levels of the air fifty or a hundred miles above the earth. When both these waves arrive at the same receiving set they sometimes interfere. This may cause what radio fans call 'fading,' or some other disturbances of reception. Much progress has been made recently in understanding just how radio waves move through the ether from place to place. As these facts become better known and are applied, we may expect further improvement in the quality of the radio waves sent out."

Part Played by Tubes on Your Crystal Set

Crystal sets without tubes are for local stations. One-tube sets will reach out almost as well as multi-tube sets if a good aerial is installed. Tubes added after the detector add little if any to the distance received, but do add greatly to the volume. Tubes before the detector mean sensitivity and permit only a small aerial to get the same distance. A loop is not used without radio-frequency amplification.

Simplifying Radio

Fifty feet of wire of little more than pencil thickness, hung vertically from the cross-arm of a wooden pole 70 feet high, has been flashing radio programs from 2XAF, Schenectady, N. Y., to practically every corner of the habitable globe.

Wave Length Range and How to Keep in Tune

Two simple principles applied to the average receiving set will enable the operator to keep in tune with all waves from 200 to 600 meters. If a coil of wire is placed in series with the antenna, it has virtually the same effect as increasing the wave of the antenna, thereby making it possible to pick up higher wave lengths. The larger the coil, the greater will be the increase in wave length. If a variable condenser is placed in series with the antenna or ground wire, the wave length range of the set is reduced. The smaller the capacity of the condenser, the greater will be the cut in wave length. To place a coil in series with the antenna, connect the lead-in wire to one end of the coil and run a wire from the other terminal of the coil to the antenna-binding post on the set. A series condenser is connected the same way.

Length of Aerial to Get Desired Results

Use a short aerial for selectivity, and a long outdoor aerial for volume and distance. A combination of the two can easily be arranged by installing a single-pole double-throw switch. Run a length of bell wire through one or two rooms or around the molding in one room for the indoor aerial, the end of which is attached to one of the switch posts. The other post is attached to the long aerial coming in from the outside. The center contact goes to the aerial post on the set.

Loop Aerials

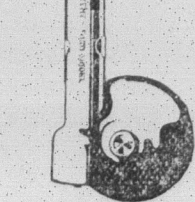
From the experience of radio engineers throughout the country it has been found that the average loop aerial is about 5 per cent as efficient as the average outdoor aerial. Indoor aerials are from 10 to 15 per cent as efficient.

ATWATER KENT IGNITION for Fords

Get rid of trouble

—with an Atwater Kent Type LA Ignition System for Fords. Its mechanism is protected from dirt and oil. The contactless distributor eliminates wear. It means a smoother running motor, easier starting, quicker pick-up, with more power on the hills.

A complete scientific ignition system of the same general design as the Atwater Kent Ignition Systems used as standard equipment on many of America's foremost cars. Twenty-six years in making scientific ignition systems back of it. Installed in less than an hour. Everlastingly dependable.



Type LA
Price
\$10.80
Including Cable and Fittings

Atwater Kent Manufacturing Co.
A. Atwater Kent, President
4859 Wissahickon Ave. Philadelphia, Pa.
Makers of
ATWATER KENT RADIO

ALLEN'S FOOT-EASE

For Tired Feet It Can't Be Beat

At night when your feet are tired, sore and swollen from much walking or dancing, sprinkle two ALLEN'S FOOT-EASE powders in the foot-bath, gently rub the sore and inflamed parts and relief is like magic. Shake Allen's Foot-Ease into your shoes in the morning and walk in comfort. It takes the friction from the shoe. Sold everywhere. For FREE Sample and a Foot-Ease Walking Doll, address, ALLEN'S FOOT-EASE, Le Roy, N. Y.

Common Complaint

"Waiter, my spoon is missing."
"Yes, sir, we lose quite a few, too."

Cuticura Soothes Baby Rashes

That itch and burn, by hot baths of Cuticura Soap followed by gentle anointings of Cuticura Ointment. Nothing better, purer, sweeter, especially if a little of the fragrant Cuticura Talcum is dusted on at the finish. 25c each.—Advertisement.

Supply Depot

"What do you have for dinner usually?" "Depends on which delicatessen is open."

Signs

"What makes you think he has money?"
"He drives an old car, never brags and his clothes need pressing."

Sure Sign

Robb—My wife is a better cook than your wife.
Burke—How do you know?
Robb—Our pile of empty tin cans is bigger than yours.

Argentina's Corn Harvest

The corn harvest of Argentina is practically completed. The second official estimate of the corn crop is 7,100,000 tons, a 50 per cent increase over last year. The exportable surplus on June 25 was placed at 4,230,000 tons.

Fighting Tree Pests

There is an easy way to get rid of curculios, which are the pests that spoil plums on the trees. These pests are almost dormant early in the morning, and if the trees are jarred sharply most of them will come tumbling to the ground. The jarring is done readily enough without damage to the trees by using a stout pole, one end of which is wrapped with burlap or old blankets.

Suspicious

The man crawled from under the wrecked car and got to his feet. He had escaped miraculously with only some injury to his right ear, but they took him to a hospital to have the hurt examined.

The doctor peered into the injured member, probed and probed again. "Yes," he said at length, "you have punctured the wall of your ear."

The patient moaned.
"The very ears have walls," he said miserably.

They rushed him at once to the observation ward.

1 in every 4

DURING the first six months of 1926 one in every four buyers of new automobiles bought a General Motors car. During 1925 the proportion was about one in five. During 1924 it was one in six. This steady addition of new friends for the products of General Motors has a double significance.

1. It is proof that the grouping of strong companies in one big family is economically sound. Large scale operations do make possible important economies; and these economies do benefit the buyer, in greater value. The public has recognized this principle and profited by it.

2. Increased public patronage involves increased obligation. General Motors is directly responsible for the welfare of its 152,000 employees and their families, its 20,000 dealers, and indirectly for the six thousand companies which furnish it with supplies and materials — at least a million men,

women and children to whom its public good is a very personal concern.

As the volume of production increases there must be a corresponding increase in the values offered. The new series of cars just presented does embody larger values; it is a direct reflection of the fact that more than 1,075,000 General Motors cars were sold at retail during the year just closed. The added quality has been built in where its presence counts most in comfort and safety and long life.

With great pride we invite you to inspect these new General Motors cars.

GENERAL MOTORS

CHEVROLET · PONTIAC · OLDSMOBILE · OAKLAND

BUICK · CADILLAC · GMC TRUCKS

YELLOW CABS, BUSES AND TRUCKS

"A car for every purse and purpose"

General Motors passenger cars, Delco-Light electric plants and Frigidaire electric refrigerators may be purchased on the GMAC Plan.

BURNS and SCALDS Resinol

Stop the throbbing and smarting at once with a soothing touch of Resinol

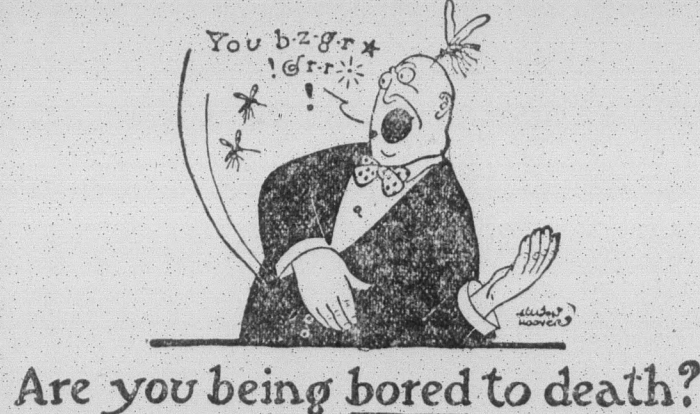
LADIES: WE PAY \$10.50 PER HUNDRED for Resinol envelopes. YORKVILLE CARD, Dept. X, 854 Lexington Avenue, New York.

W. N. U., San Francisco, No. 34-1926.

"Ye Good Old Days"

"Ye" in this expression is merely the Anglo-Saxon or Old English method of pronouncing the article "the." The pronunciation of "the" does not change when it is printed "ye." However, frequently it is incorrectly or humorously pronounced "ye" like the old pronoun "ye."—Pathfinder Magazine.

He who should teach men to die would at the same time teach them to live.—Montaigne.

Are you being bored to death?

MOSQUITO torture is quickly ended if you keep a can of Flit handy.

Flit spray clears your home in a few minutes of disease-bearing flies and mosquitoes. It is clean, safe and easy to use.

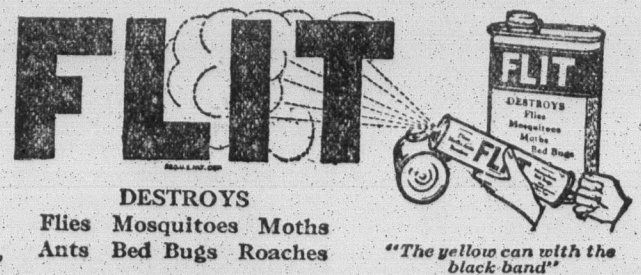
Kills All Household Insects

Flit spray also destroys bed bugs, roaches and ants. It searches out the cracks and crevices where they hide and breed, and destroys insects and their eggs. Spray Flit on your garments. Flit kills moths and their larvae which eat holes. Extensive tests showed that Flit spray did not stain the most delicate fabrics.

Flit is the result of exhaustive research by expert entomologists and chemists. It is harmless to mankind. Flit has replaced the old methods because it kills all the insects—and does it quickly.

Get a Flit can and sprayer today. For sale everywhere.

STANDARD OIL CO. (NEW JERSEY)



DESTROYS
Flies Mosquitoes Moths
Ants Bed Bugs Roaches

"The yellow can with the black band"

MISSION BEACH
NEWS NOTES

Continued from Page 1

FINE FISHING TRIP

Mr. and Mrs. Alvin Werre and family, of 838 Jamaica, were members of a party who have lately returned from a seven weeks' fishing trip through California and Oregon, going as far north as Vancouver. They followed the Columbia River Highway and the Rogue River Highway to Crater Lake, fishing in the Scott and Rogue Rivers where Mr. Werre caught a 27-pound salmon. The other members of the party were Mr. and Mrs. William Boyd, of San Pedro and their niece, Mildred Boyd, of New York; Mr. and Mrs. Orinberg and son of San Diego and their niece, Hazel Carlson, of San Francisco; Mrs. Gustave Busch and family of San Diego, and Mr. Alton Gallagher of San Diego.

The Logan Heights Mother's Club met at the Y. W. C. A. cottage last Thursday afternoon. The program of the afternoon was in charge of Mrs. Delano, Mrs. Grace Irwings and Mrs. Lolia Kreeger assisted Mrs. W. C. Bradley in serving.

Mr. and Mrs. C. T. Schultz spent last week-end in Los Angeles where they visited Mrs. Schultz's mother, Mrs. J. E. Dunn.

Mr. and Mrs. Harry Lewis have returned to their home in San Diego. Mrs. Lewis entertained one day last week with a luncheon party honoring Lieut. and Mrs. Philip Carr, of San Diego and Mrs. Carr's sister, Miss Hopkins of Boston. Those present in addition to Lieut. and Mrs. Carr and Miss Hopkins were Mr. and Mrs. W. S. Hunt, Mrs. Jones, Mrs. Brewster, and Mr. and Mrs. Harry Lewis.

Mr. and Mrs. W. S. Hunt motored to Escondido last Friday, where they spent the week-end.

Mr. and Mrs. Fred Corey, of La Jolla, are spending a month in Mission Beach enjoying the surf bathing and other sports.

Mr. and Mrs. Carl T. Buehler, of Eldon, Miller County, Missouri, are spending a month at 716 Toulon Court. Mr. Buehler brings encouraging news to the Missourians who own land in the home state of the wonderful finds of lead and zinc in the new fields in Miller and Camden counties.

NORTH OR SOUTH

"Billy" England, of the Mission Beach Garage, overheard this one: Police-Sergeant Geo. Churchman: "Hey, you; this is a one-way street; can't you see the sign?"

Out-of-Town Tourist: "Well, what's the matter? I'm only going one way."

CHURCHES

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

Reading Room open Mondays, Thursdays and Saturdays from 2:30 to 4:30 p. m.

FIRST BAPTIST CHURCH OF
OCEAN BEACH
DeFoe Street at Santa Monica Ave.
Rev. W. S. Dunn, Pastor

Bible School at 9:45 a. m. Men's Class meets in the church auditorium at the same time.

Morning Hour of Worship, 11 o'clock.

Sermon by the Pastor: "Growing Up Into Christ."

Music by the Choir.

Communion: Reception of members.

Song Service at 7:30 p. m. Pastor's Sermon, topic: "Willing or Unwilling."

You are cordially invited to meet with us in the church services.

SACRED HEART
CATHOLIC CHURCH
Cor. DeFoe St. and Saratoga Ave.
Rev. P. C. Santy, Pastor

Ocean Beach—Sundays, Mass at 8:30 a. m. Sunday school at 9:30. Rosary and Benediction of the Blessed Sacrament at 7:30 p. m. Week-day Mass at 8:00 a. m.

Roseville—Sundays, Mass at 10. Sunday school at 10:30. Mass at 8 every first Saturday of the month.

UNION CONGREGATIONAL
CHURCH
(Corner DeFoe Street and Santa Monica Avenue)
Rev. Wm. I. Newman, Pastor

Sunday morning at 11 o'clock, Rev. William I. Newman will preach, subject: "Abounding in Good Works."

Sunday School at 9:45 a. m.

NEW TRINITY CHAPEL
Rev. Geo. Wallace, D.D., in charge.

Holy Communion, 8 a. m.
Morning prayer and sermon, 11.

GRANADA THEATRE

LA JOLLA, CALIF.

Two Shows Daily, 7-9 p. m. Matinee Saturday, 2:30.
PHONE LA JOLLA 717

PARAMOUNT WEEK
SEPTEMBER 5th to 11th, inclusive

SUNDAY — MONDAY
FLORENCE VIDOR
—in—
"YOU NEVER KNOW WOMEN"
COMEDY NEWS SCENIC

TUESDAY — WEDNESDAY
JACK HOLT — ARLETTE MARCHAL
—in—
ZANE GREY'S
"BORN TO THE WEST"
MALIE FABLE

THURSDAY — FRIDAY
GILDA GRAY
—in—
"ALOMA OF THE SOUTH SEAS"
With PERCY MARMONT and WARNER BAXTER
News — Comedy

SATURDAY ONLY
FORD STERLING
—in—
"THE SHOW-OFF"
Review Scenic Comedy

MISSION BEACH AMUSEMENT CENTER

SKATING

Every Day and Evening in the Year at

KICKHAM'S
MISSION BEACH
ROLLER RINKLargest Skating Surface in Southern California
AFTERNOONS AT 2 O'CLOCK—EVENINGS AT 7 O'CLOCK

MISSION BEACH GARAGE

3779 Mission Boulevard,

Mission Beach

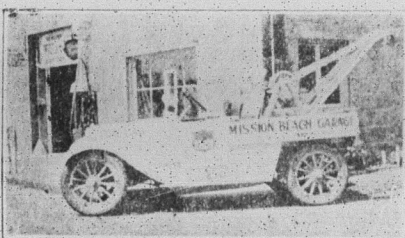
WILLIAM F. ENGLAND

Phone

Pacific Beach

1151

TOWING AND EXPERT REPAIRING



Play Every Day

—AT—

MISSION
BEACH

The Seaside Playground Supreme

A WIDE VARIETY OF AMUSEMENTS

Swim : Dine : Dance



This picture is typical of many such scenes enacted daily at the main gates of the Sesqui-Centennial International Exposition in Philadelphia where the 150th anniversary of the signing of the Declaration of Independence is being celebrated. The "shot" was made from outside the gates and shows the long sweep of historic Broad street, the main artery of the exposition. To the left can be seen one of the capitols of the Palace of Liberal Arts and Manufactures which covers nearly eight acres of grounds and which houses some of the finest exhibits ever seen. The Exposition will continue until December 1.

CELEBRATE

STRAIGHT TALKS
WITH AUNT EMMY

ON HOUSEHOLD BUDGETS

"Aunt Emmy," asked Helen, "won't you explain what is meant by a household budget? You said something the other day about budgets, but I don't seem clear in my mind about it."

"A budget is simply a plan," said Aunt Emmy. "You plan what you are going to do with your income. You divide your income systematically so that you can meet your needs. You lay aside a part of your income for rent, other parts for food, clothing, heat, light, telephone, recreation, savings and so on."

"How are you going to know how much you should spend for each thing—on rent for instance, Aunt?" asked Helen.

"Experts have studied the question carefully and have worked out budgets to suit every income. Of course, you can alter these typical budgets slightly to suit your particular needs. For example, the average budget that covers incomes of from \$2,000 to \$10,000 a year divides your income into six parts: Ten per cent for savings, twenty per cent for rent, twenty per cent for food, twenty per cent for what is called betterment and includes education, amusement, entertainment, books, music, sports; fifteen per cent for clothes and fifteen per cent for operating expenses."

"No matter how you change the other items you must not change the savings allowance—except to increase it. A great majority of men who reach sixty are dependent on relatives or charity. If they had saved only ten cents out of every dollar, they would not have been in that plight. There is nothing like money in the savings bank to help you through the emergencies that come in everybody's life. If everybody kept one year's income in the savings bank, much misery would be averted. If you always have enough money to see you through one year, you are pretty safe. Beyond that, it is wise to let your money accumulate until you have enough to buy some good securities. Your banker will advise you about the securities that suit your needs."

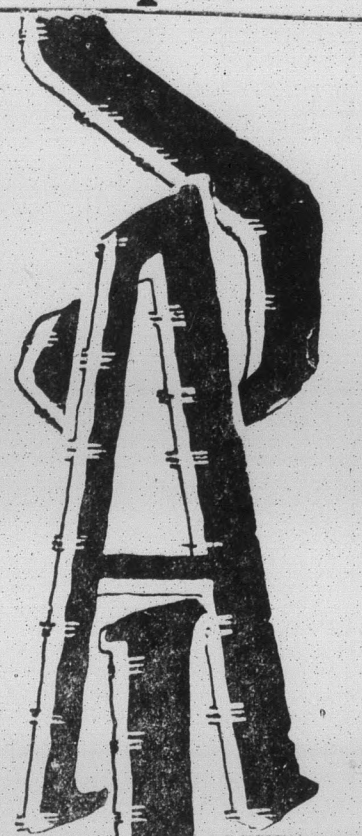
"But, Aunt Emmy, suppose you wanted to alter your budget?" inquired Helen. "How would you know how to do it? A young married couple might start on a certain budget and then, when they had children to feed and educate, they might want to change it."

"Well, my dear, if they were in doubt about their financial affairs, they could always consult their bank—that is why it is so good to establish friendly relations with a bank you start out in life. Any bank I be glad to advise young people making their money go farther."

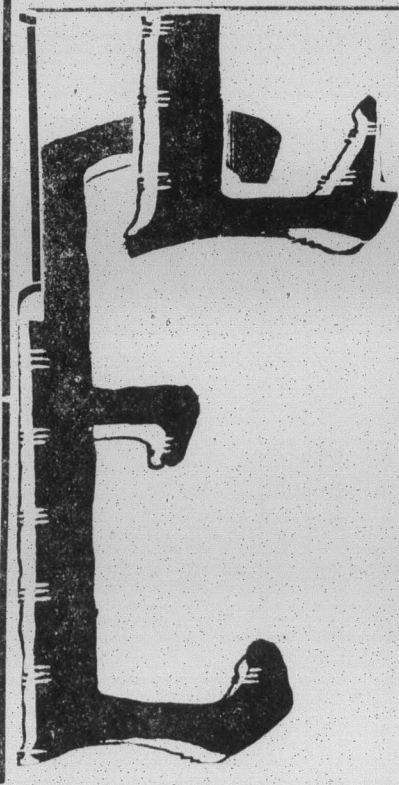
PARIS

Drapery House
420 C St., San Diego

Sept.



Draperies

SENSATIONALLY
UNDERPRICED

Phone or send your orders for PRINTING, from the smallest card to a poster, to The Beach News, for service and satisfaction.

PHONE BAYVIEW 0017

Open from early morn. till midnight!

IT'S CONVENIENT

On the Coast Route In and Out of San Diego Where Traffic Joins from Point Loma and the Beaches

FIVE POINTS Service Station

WALTER M. ROBERTSON, Proprietor

First-Grade Gasolines, Oils, Tire and Battery Service

California and Moore Sts.

Phone Hillcrest 6881

Phone, Hillcrest 7028

Palomar Laundry

3747 Pierce St., cor. Kettner Boulevard, San Diego

HIGHEST IN LAUNDRY SERVICE

You'll Appreciate The Difference!

For BEACH PROPERTY See

KIRK SMITH

Licensed REALTY Broker,

Office of

"THE BEACH NEWS"

4829 Saratoga Avenue, Ocean Beach

Phone, Bayview 0017

WHO'S WHO
In Officialdom

CITY OF SAN DIEGO

Mayor—John L. Bacon. Common Council—John A. Held, Don M. Stewart, Virgilio Bruschi, Louis C. Maire, Fred A. Heilbron, City Attorney—S. J. Higgins. Auditor and Assessor—H. L. Moody. City Clerk—Allen H. Wright. City Manager—F. A. Rhodes. Harbor Master—Jos. W. Brennan. Park Superintendent—John G. Morley. Treasurer and Tax Collector—Jack T. Millan. Supt. of City Schools—H. C. Johnson. Health Officer—Dr. A. M. Lessem. Chief of Fire Department—Louis Almgren. Chief of Police—James Patrick.

Subscribe for THE BEACH NEWS

COUNTY OF SAN DIEGO

Board of Supervisors—Mrs. Mildred Green, 1st district; E. A. Hornbeck, 2nd district; Joseph Foster, 3rd district; Charles L. Good, 4th district; Thomas M. Hurley, 5th district. County Clerk—J. E. McLees. County Assessor—George W. Moulton. County Auditor—C. R. Hammond. County Coroner—Schuyler C. Kelly. District Attorney—Chester K. Mpley. Farm Advisor—James G. France. Public Administrator—Edwin Reed. County Recorder—John H. Ferry. Sheriff—James C. Byers. Under-Sheriff—Ed. F. Cooper. Supt. of Schools—Miss Ada York. County Surveyor—Ernest Childs. County Tax Collector—Herbert A. Croghan. County Treasurer—George W. Heston.

Read THE BEACH NEWS

O. B. POLICE SUB-STATION

Abbott St., near Santa Monica Ave.

Phone Bayview 0431

Sergeant Geo. W. Churchman;

OCEAN BEACH POSTOFFICE

U. S. MAIL SCHEDULE

By Postmaster H. K. Rankin

General Delivery—8 a.m. to 6 p.m.

Money Order Department—8 a.m. to 5:30 p.m.

Mail arrives and is distributed 10:30 a.m. and 4:30 p.m.

Mail departs 10:15 a.m. and 4:15 p.m.

Sundays and holidays, mail departs 10 a.m.

Mail closes 10 a.m. and 4 p.m., or 15 minutes before daily departure. Windows not open on Sundays.

WHAT COULD BE BETTER

For
A Birthday Gift
A Wedding Present
A Friendship Remembrance
An Anniversary Memento

Than a Year's Subscription to

"THE BEACH NEWS"

\$1.00 a Year

DON'T FORGET

"BEACH CLEANLINESS"

STANDS FOR "HEALTH"

"NEW HOME-SEEKERS"

"MORE PROSPERITY"

REPUTATION

IS

REPUTATION

O O O

Persistent advertising is a reputation builder for any business man.

Keeping your name steadily before people impels them to think of your business.

Do You Know?

THAT this newspaper is officially legalized for the publication of CERTIFICATES OF INDIVIDUAL FICTITIOUS NAMES and any and all kinds of LEGAL NOTICES. The attention is particularly requested of beach business folks who believe in the patronage of home industry. Dollars and dimes sent away are gone beyond recall.

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

You Can't Go Wrong
WHEN YOU BUY
BEACH PROPERTY

If it's about the beaches

It's all in "The Beach News."

Only One Dollar for One Year